

MARCH 14, 1953

PATENT LEATHER-

How High The Boom?

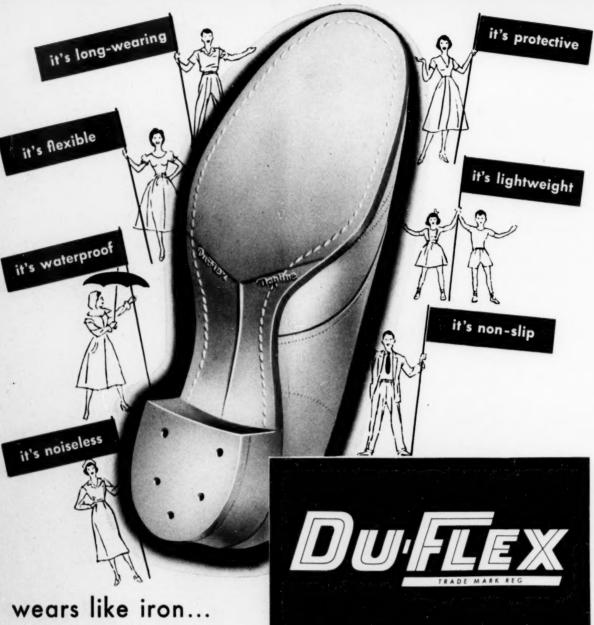
Out of the fashion picture for years, patent suddenly finds itself projected back to the top. Here's the story of its remarkable return to favor after many seasons in eclipse—plus a look into the forces that spin the wheel of fashion.



New Products Introduced At Allied Show







walks like velvet!

These outstanding features will sell more white shoes for you! Advertise ... display ... and SELL white shoes soled with Avon Du-Flex NAP!



Mr. Manufacturer:

You'll find Avon Du-Flex NAP the perfect sole material for all white shoes! Its outstanding features are longer wear and greater flexibility. It is easily adapted to all standard Shoemaking methods, and requires no special equipment to use. For Nurses and professional shoes specify NAPLINE, an especially molded sole for arch-supporting shoes.

WRITE TODAY FOR SAMPLES

AVON SOLE COMPANY AVON . MASSACHUSETTS

FOR FORTY-TWO YEARS SPECIALISTS IN FINE SOLE MATERIALS Makers of the famous AVONITE and CUSH-N-CREPE SOLES

all shoes . . . just the best ones

Coming Events

April 9-10, 1953 — Spring Meeting of Tanners' Council of America, Inc. Boca Raton Club, Boca Raton, Fla.

April 12-16, 1953 — Advance Boston Showing of Fall 1953 shoe styles. Sponsored by New England Shoe and Leather Association. Hotels Statler and Touraine and member showrooms in Boston.

April 19-22, 1953—St. Louis Shoe Show, sponsored by St. Louis Shoe Manufacturers Association in leasing St. Louis hotels.

April 26-28, 1953—Fifth Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherland Hotel, Cincinnati. O.

May 1-2, 1953 — 1953 Convention of North American Superintendents' and Foremen's Association. Hotel Commodore, New York City.

May 3-7, 1953—Popular Price Shoe Show of America showing of footwear for Fall and Winter 1953. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

June 7-10, 1953—Annual Convention of American Leather Chemists' Association. Netherland-Plaza Hotel, Cincinnati, O.

June 13-15, 1953—Shoe Service Industry Trade Exposition. Sponsored by Shoe Service Institute of America, in conjunction with its 48th Annual Convention. Hotel Sherman, Chicago.

June 15-16, 1953—Annual Spring Meeting of National Hide Association. Shamrock Hotel, Houston, Texas.

August 17-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953 — Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

LEATHER AND SHOES

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Elmer J. Rumpf

William A. Rossi EDITOR AND ASS'T PUBLISHER

Irving B. Roberts
NEWS AND MARKET EDITOR

James Malone EDITORIAL RESEARCH DIRECTOR

Rosalie Marzbanian

Joseph B. Huttlinger WASHINGTON EDITOR

OFFICERS

Elmer J. Rumpf, President; C. E. Belding, F. G. Moynahan, W. A. Rossi, Vice-Presidents; L. C. Bedford, Secretary.

HEADQUARTERS

THE RUMPF PUBLISHING CO.
300 W. ADAMS ST., CHICAGO 6, ILL.
PHONE—CENTRAL 6-9353

EDITORIAL OFFICE

10 HIGH ST., BOSTON 10, MASS. PHONE—LIBERTY 2-4652

REPRESENTATIVES

BOSTON 10, MASS.—Frederick G. Moynahan, George G. Dunning, 10 High St., Liberty 2-4652 • NEW YORK 7, N. Y.—Cardwell E. Belding, 20 Vesey St., BArclay 7-8783 • WASHINGTON 4, D. C.—Joseph B. Huttlinger, 894 National Press Bldg., EXecutive 3-3733 • PHILADELPHIA 31, PA.—Cardwell E. Belding, 5201 Berks St., GReenwood 7-6785 • CINCINNATI 2, OHIO—Robert O. Bardon, 529 Sycamore St., Main 6662 • ST. LOUIS 20, MO.—William Creahan, 5148 Oriole Ave., Central 6913 • GREAT BRITAIN, AND EUROPE—J. B. Tratsart Ltd., 5 London St., London, W. 2, Paddington 5946 • SWEDEN & NORWAY—Nils Haraldson, Drottninggaten, 2, Orebro, Sweden, Orebro 13027.

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MEMBER: Audit Bureau of Circulations



The Answer to Your Questions on Money

Want to know how a bank evaluates a shoe manufacturing operation? Do you want the facts on your industry as a banker views them? In "Bank Loans to Shoe Manufacturers" E. Morton Jennings, Jr., Vice President of the First National Bank of Boston, has done an outstanding job in summarizing the money facts on the shoe industry, analyzing labor, location, hide and leather markets, machinery, distribution, and sales.

Mr. Jennings details the facts about the shoe plant audit, profit and loss statements, credit analysis, and bank loans. Here's a book that gives you the answers to your money questions, helps you organize costs and cost accounting—shows you how to put your plant on a better fiscal

Get a copy of "Bank Loans to Shoe Manufacturers" now. It will save its low cost of only \$3.00 every day you use it.

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If we think shoes and shoe business are "unappreciated" by the public, the fault is largely our own because

WE HAVEN'T TOLD OUR STORY

EAR after year we hear the shoe industry, retailers and manufacturers alike, bemoaning the same old story: "The public doesn't appreciate us or our product."

This is always followed up with, "We ought to do something to tell our story to the public—to get the facts about shoes and the shoe industry before the consumer."

And this is usually followed by a lull until the old cry again rises, "The public doesn't appreciate us or our product."

The big flaw in this discouraging cycle becomes obvious: the failure to set up an organized plan of action. In short, to do something about the problem. So here we're going to suggest what we believe to be a practical, simple and effective plan.

Grass Roots Approach

Now, it's a recognized fact that all good public relations—the most practical and effective kind-boil down to community relations. In other words, a matter of working at grass-roots level. There are reasons for this. Community public relations efforts have a far more personalized impact than when undertaken from the national level. Next, each region or community has certain distinctive traits that respond stronger to localized rather than national or general appeals. It's largely a matter of regional tastes, habits, customs, needs and wants. Each community knows its own. Thus, public relations at the grass-roots or local level has a power-ful concentrated impact.

Now, supposing we set up a shoe retailers organization in every American community with a population of, say, 30,000 and over. This would consist of all the local shoe retailers, would comprise a permanent body, the officials and committee heads re-

volving each year or two years. Its simple purpose and objective: To constantly tell the story of shoes, shoe business and the shoe industry to the community. It would be primarily an educational and informational program, subordinating the element of "sell" in favor of the element of "tell."

A Public Service

In short, it would simmer down to a public service body doing an educational job in the community.

This should be a year-round effort, and year in and out. It should be ceaseless, permanent. It should embrace every channel of publicity and public relations. The job of telling the story of shoes and the shoe industry should be told via local newspaper columns, radio educational series, TV programs, lectures or talks before local Kiwanis, Lions, and other such groups; before women's clubs, parent-teachers organizations, youth groups, etc.

This need not involve a penny of expenditure. It is in no sense an advertising or selling project. It is primarily instructive, educational. All publicity or public relations channels are welcomely open to such efforts.

The National Shoe Institute might serve to deliver packaged programs to community shoe organizations—programs applicable to TV, radio, newspapers, local house organs, lecture uses, etc.

Shoe manufacturers could likewise participate in such a program on a local level, organizing their efforts in the same way. It is ironical that in major shoe manufacturing centers such as Boston or St. Louis or Milwaukee the populations of these cities have no more "appreciation" of shoes and the shoe industry than the populations of Podunk, Peoria or Puxatawny. If we're not getting across our

story on home grounds, how can we expect it to be known elsewhere?

The shoe manufacturer who is alone in a small community can carry out the same community or public relations program as organized manufacturers in larger centers.

The whole thing boils down to a matter of doing. And it all starts with local organization—the simple gathering together of the local 10, 50 or 100 shoe retailers (or manufacturers), and establishing a program of action.

"But," complained one shoe man, "it might be a tough job, even an impossible one, to get local competitors to sit down and work together, no matter how good the program."

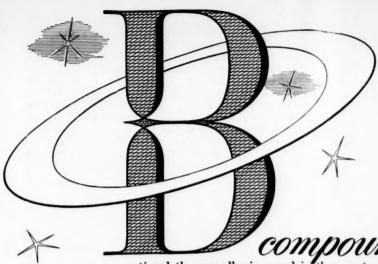
The Fallacy

This common attitude was only recently disproved by "The New In Shoes" program. In some communities there was smooth organization of local retailers set up. And, ironically, where this happened the profitable returns to these communities were far more pronounced than where lack of cooperative organization existed.

But even more importantly, if shoe men continued to believe this fallacy that cooperation is difficult or impractical among competitors, then shoe men should stop bewailing the fact that shoes and shoe business are unappreciated and misunderstood by the public.

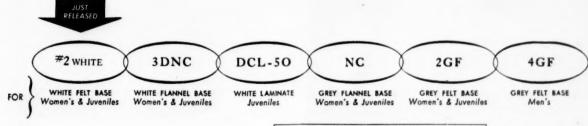
Public relations? There's nothing fancy about the term. It's simple telling your neighbor about yourself, your business, your product. Only when he knows about those things does he begin to appreciate them. And he'll never know unless you tell him.

Reprints at nominal costs: Up to 100, 10c each; 200-500, 5c each; 1000-3000, 2½c each; 5000 or over, 1½c each.



compound... is our name for the sensational thermo-adhesive used in the construction of six important new box toe materials. Cream white in color, it is both clean to handle and clean in shoes. It softens speedily in box toe apparatus and permanently bonds the vamp lining to the box toe. Toe walls and domes are uniformly rigid yet their rearward portions are as you want them to be — flexible — and comfortable to the foot. Seven years in our laboratories, B compound, and the structural plastic films used with it, represent the latest — and the ideal — box toe construction for volume shoemaking.









High fashion in patent leather presents a suit with black patent leather jacket, color and pockets trimmed in brown tweed, and matching brown tweed skirt, its waistband made of black patent and slashed pockets edged in the leather. A chic off-sided hat, also in black patent, sets off the ensemble. At the right, two pairs of patent shoes: Top, Casa Dante designs a pump with slashed vamp formed by patent striping, featuring diamond shaped opening riding semi-high; bottom, Julianelli uses blue patent in this late-day shoe with newly-smart T-strap effect. Suit by Sills & Co., Inc., N. Y. Hat by Leather Tops, N. Y. All patent by Colonial Tanning Co., Boston. (Note other patent fashions on facing page.)

PATENT LEATHER - HOW HIGH THE BOOM

Whoosh! — Out of the valley lull comes patent.

But what caused the boom? How high and how long?

VER the years, the leather and shoe industry has come to accept changes in fashion and style, even the more radical changes, with a certain degree of equanimity. Inured to a fickle public's fads, tanners and shoe manufacturers have learned to adapt themselves quickly to an overnight shift on the fashion scene. Not so with patent leather.

The sudden boom in patent leather—a boom which has still to reach its crest—has caught much of the shoe industry by surprise. Up to the first half of 1952 it had been sort of a dribbling fountain. Then, moving into the last half, it abruptly geysered. Everywhere in shoes and accessories the sweeping demand was for patent. The geyser spouts higher, wider.

But why? Why did patent in recent years, despite a great deal of special promotion by patent tanners and others, fail to make any particular headway, only to suddenly blossom into fashion's big-time? What causes any leather or other material

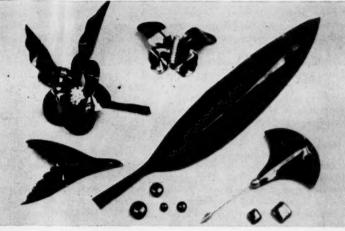
to move up front in fashion? What are the basic influential forces behind sudden popularity? The story

behind the recent boom in patent may prove to be applicable to a boom in practically all materials,



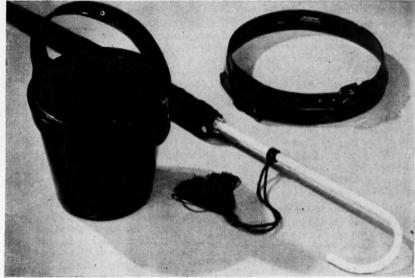
Three Fall pullovers designed in Colonial Tanning's newest patent colors. Left, a brief shoe in copper patent with open outside shank, straps crossing on inside shank. Center, grey patent is used in this high-riding, open up design with completely naked back; black cording is stitched on vamp and wide band. Right, a glamorous pump with copper patent quarter and straps, combined with matching suede vamp; strips are perforated. Pullovers by Grace Powell, N. Y.





At the left, a half-bonnet fashioned in black patent with pert butterfly trim, set off by pearls. Above, other ornaments for hat in black patent showing various possibilities of the leather for this use. Hat and hat ornaments by Bernard Abrams, N. Y. Leather by Colonial Tanning Co., Boston.







Black patent leather purse accessories lined in pink suede. Starting at top right, and reading clockwise: French clutch purse, key case, cigarette case, compact, bilfold and eyeglass case—manufacturer, Bond Street by Lesco. Leather by Colonial.

March 14, 1953

LEATHER and SHOES

First, perhaps the most pronounced influence behind the boom is the "new look" in women's costumes and fabrics. The "look" now switches to something smooth, silhouetted, luxurious, polished, sleek. This streamlining of textures and lines automatically calls for companion accessories that fit into the polished, sleek, luxurious theme. Patent adapts ideally to this theme, hence it was a natural.

Second, "metallic" finishes have taken hold fashion-wise. The sheen and lustre of metallic threads interwoven in smooth cloths are found in many of the new costumes. Patent perfectly adapts to the metallic or sheen-finish theme in costumes. Note the big shift to aniline leathers of all types—again the "polished" look, the emphasis on lustre, a touch of brilliance. Patent accentuates this desired appearance, blends perfectly into the costume theme.

Third, the challenge to the long reign of suedes. The nubby finished leathers, the brushed look, while still important, appear to have passed their crest. Historically, when fashion makes an important shift it is usually a complete or drastic turnabout—from light to dark, from nubby surface to sheen surface, etc. This has obviously occurred in shoes and other accessories—the shift to brushed or nubby surfaces to the opposite extreme; not merely to smooths, but to ultra-smooths containing high polish and lustre such as provided by patent.

These appear to be the three major forces behind the sudden rise in demand for patent. When the wheel of fashion fortune came to a stop, the arrow pointed to textures and lines into which patent fitted as the most style-adaptable leather of the moment.

Spell the Difference

The factors spelled the difference between ordinary consumption of patent as held sway in recent years, and the extraordinary demand of today.

For patent, once one of the most popular of leathers, has in the past 25 years gone through a period of decline such as perhaps no comparable leather has yet experienced. A glance at the production figures reveals just how sharp this decline has been.

Back in 1928, for example, there were well over 30 good-sized tanneries which produced more than 138 million feet of patent leather. Among the better known were Thayer-Foss

Co., A. C. Lawrence Leather Co., American Hide & Leather Co., Beggs & Cobb, Inc., The Ohio Leather Co., Gutmann & Co., Pfister & Vogel Leather Co., Eagle-Ottawa Leather Co., and many others. Among the others was an up and coming tannery named Colonial Tanning Co. which that year turned out some 2,700,000 ft. or two percent of the total patent leather footage produced.

In 1929, total output of patent fell to 113.5 million feet, a slump of 25 million feet. The next year the slump became even more pronounced as patent output fell another 23 million feet to 90,854,000 feet.

From here on the drop assumed toboggan-like speed. Although it was checked in odd years, the handwriting soon became clear as tanner after tanner either dropped its patent manufacturing and concentrated on other leathers or went out of business altogether.

By 1937, patent deliveries were down to 49 million feet. In 1938, it was down another seven million to 42 million feet. After a slight recovery to 43.5 million feet in 1939, the toboggan continued downward to 27.5 million feet in 1941, the year before the outbreak of World War II.

A New Low

The war years, 1942-1945, saw patent reach a new low. By 1945, deliveries were down to 17 million feet. However, output of leather in those years was determined strictly by military need and patent played little part in the war drama. In 1947, with the gates opened once again, patent output rose to 24.5 million feet. In 1947, it reached its highest figure since 1940 with a total output of 28,233,690 feet.

The new-found prosperity did not hold. The next year it was back to 25 million feet and in 1951 it reached an all-time modern low of 14.7 million feet. Truly, it seemed to have reached the end of the line.

Although many causes were cited for patent's decline, that most commonly accepted was the rise of sueded leathers in the fashion cycle. The buying public slowly but surely shifted its favor from the bright to the dull, from the shiny look to the soft look, from the very smooth to the more casual rough. As patent fell in favor, calf and kid, particularly in suede, rose to take its place.

Still another cause was the new comfort people found in wearing soft suedes from kid and calf. Once styleconscious women tasted the sheer comfort of a lightweight, flexible kid or calf shoe which did not tend to crack or deterioriate prematurely, they quickly forsook their long-time favorite.

As a matter of fact, so sharp was the swing from patent that had it not been for the ever-present children's shoe market, which served as a reliable, rock-bottom prop, patent leather might have disappeared almost entirely from the scene, produced only by a few specialty tanners for specialty orders.

As it was, the low year of 1951 found only six U. S. tanneries turning out patent in appreciable quantities. These were Colonial, which by 1951, was contributing over 50 percent of the nation's patent supply; A. C. Lawrence, Seton, Lincoln, Fred Loewenstein, and Murray Leather. A far cry from the 30-50 tanners who found patent a rich field in the early 1920's.

Specific Forces

True enough, patent in every year fills its fashion niche, plays a role in practically all style trends. But when it blossoms into a starring role, such as at present, there must be specific forces to move it into the main spotlight.

Ironically, up to about a year ago patent leather producers had operated their Patent Leather Bureau, primarily a style-promotion headquarters promoting patent. Though this was in vigorous operation for several years, patent still failed to climb out of the ordinary and into the extraordinary as regards demand and fashion popularity. It merely held its own with mild shifts up or down, year after year.

In fact, after all this promotion, the total deliveries of patent in 1951 were the lowest in 25 years—actually about 35 per cent lower than in the next lowest year over that period except for the war years when patent was under certain restrictions.

Did this mean that patent's style promotion was a failure? Not at all. Fashion as a whole was not totally ripe for the big acceptance of patent. The irony is that about a year after the Patent Leather Bureau was disbanded the boom in patent began. However, there is no doubt that many seeds for patent acceptance on a larger scale were planted in this earlier period. The promotional ef-

(Continued on Page 31)

When you Control Measurements you help





Last checking, splitting, shrinking and swelling due to the presence of moisture

have been minimized since the introduction of SLIDE-O-GLAZE. This new protective finish has proved its worth under a wide variety of shoe factory conditions.

Slide-O-Glaze increases surface protection and that means increased last life. Are you taking advantage of the economies possible with United's new finish? All seven United Last Company Branches are equipped to apply Slide-O-Glaze to men's, women's and children's lasts. Write or phone your nearest United Last Branch.

UNITED LAST COMPANY
BOSTON, MASSACHUSETTS

SLIDE-O-GLAZE - EXTENDS THE WORK LIFE OF UNITED LASTS

NEW PRODUCTS SEEN AT THE ALLIED SHOW

Vinyl-Coated Sateens

Vinyl-coated sateens and sheetings used in wrapper, socklining, upper and other applications. These come in a wide variety of colors and grains. When used for wrappers, the vinyl-coated material is made to adapt exactly to any grain or surface finish or texture of the upper material. An outstanding feature is the strength or "pull" value of this material. The sateen base allows (without use of backing) for good shoemaking because of its durability and workability. It has a high resistance to scuffing, cracking, pulling, is pliable. The material is known as "Resproid."

Source: Respro, Inc., Cranston, R. I. (makers of the product); Lion Leather & Plastic Co., Beverly, Mass. (distributors).

Platform Material

A cork and paper combination platform material known as "Goldco." It comes in all thicknesses. This line consists also of other combinations: cork, paper and sponge; cork, paper and foam. Each of these combinations has been designed for easy shoemaking. The end product gives high assurance of retaining original shape and resisting breakdown or disintegration.

Source: Golden Leatherboard Co., 151 Essex St., Haverhill, Mass.

Shoe Labels

A new pressure-sensitive label carrying the slogan, "Just stick it on." It is used with a regular, simple cellophane tape dispenser. The label is torn off the dispenser and stuck onto the shoe (socklining or quarterlining, etc.) with the mere pressure of the fingers. No special stamping

machine or special operator is required. None of the ordinary labeling problems are involved. The label won't peel or creep, will stick on any type of socklining material. Moreover, if after application the label must be removed before the shoe is worn, it can be removed without leaving any mark on the shoe. The company claims that use of these labels results in labor and price savings because of the new process involved.

Source: Meyer Label Co., Inc., 5-7 East 16th St., New York City.

Outside Heel

A new outside heel with Homasote base instead of fiber or leather. It can be used on ballerinas, women's loafer types, etc., and also for men's shoes. It shaves rapidly, scours easily, shines exceptionally well. The material won't shrink, is sealed against moisture. The material or heel is all one piece, will not split when nailed. The heel is about 10 percent lighter weight than regular fiber or leatherboard base heels. It won't fray or lift up at the edges. The heel is a board of firmer density to meet with the requirements of an outside heel. Though it is Homasote, it is not the same Homasote material as used in this company's regular wedge heels. The toplift can be slugged onto the heel in the same way as with a regular heel.

Source: Dan Lewis, Inc., 40 Walnut St., Haverhill, Mass.

New Last

By special contouring at the back of the heel seat and at the break of the ball, the result is a beautifully contoured last which gives a fine fit with pumps or sandals. At both these points (back of heel seat and break of ball) in the ordinary last there is usually an unused space or "air pocket" into which a pencil can slide through. These two spaces or pockets have been eliminated so that the shoe more precisely meets the natural contours of the foot at these points. The result is a short couple last with flowing, graceful lines. The shoe holds to the foot—especially with short vamp shoes—with remarkable security and comfort. The last is known as "Symphonie."

Source: United Last Co., 140 Federal St., Boston, Mass.

Midsole Material

A new leather fibre midsole material is known as "Flex-Sol." It contains what the company calls "the new wonder chemical, XL-4," which results in a midsole of superior quality and flexibility, non-cracking and excellent tear resistance. The company lists other features of this new midsole: it gives a firm bond, abrasion resistance, water repellent, nonswelling, nonshrinking; it holds stitches well, has fine color stability, can be cemented; no squeaking, no squishing when wet. It comes in sheet sizes 12 feet square, is priced at four cents a square foot, can be cut to any iron thickness.

Source: Newman Chemical Corp., 252 Canal St., Lawrence, Mass.

Plastikaf

A quality leather substitute for quarters, vamps and socklinings, particularly for use in Californias. This lining stock is vinyl "Plastikaf," and is available in about 12 standard colors. It is claimed to be frayproof, scuffproof and can be washed with soap and water. It is nominally

(Concluded on Page 36)

"I could see the corpsman kneeling over me. The blood plasma was running down through a tube into my arm and he said everything was going to be O.K. I was walking across an enemy mine field in Seoul when one exploded and a piece of shrapnel caught me in the leg.

"'Got enough of that stuff?" I asked him, pointing to the blood. 'I guess we never have enough,' he said, 'but you can thank somebody for this pint.'

"How do you thank 'somebody' for blood? For saving your life? When I got back home, I discovered the answer at my local blood donor center. There's only one way to say thanks—by giving some of your own blood."



"How do you thank somebody for Blood?"

Yes, all kinds of people give blood for all kinds of reasons. But whatever your reason for giving blood, this you can be sure of: Whether your blood goes to a combat area, a local hospital, or for Civil Defense needs—this priceless, painless gift will some day save an American life!

Business Executives! Check These Questions!	Have you set up a list of volunteers so that efficient plans can be made for scheduling donors?	Was this information given through Plant Bulletin or House Magazine?
If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program. Have you given your employees time off to make blood donations?	Have you arranged to have a Bloodmobile make regular visits? Has your management endorsed the local Blood Donor Program?	Has your company given any recognition to donors? Have you conducted a Donor Pledge Campaign in your company? Remember, as long as a single pint of blood may mean the dif-
Do you have a Blood Do- nor Honor Roll in your company?	Have you informed em- ployees of your company's plan of co-operation?	ference between life and death for any American the need for blood is urgent!



Give Blood Now—Call Your Red Cross Today!

National Blood Program

PACKERS HIT STANDBY CONTROLS

TESTIFY BEFORE SENATE COMMITTEE

Groups Blame Troubles On Ceilings

The livestock industry, from cattle ranch to packer, advised Congress on March 10 to forget about standby controls over prices and wages.

A total of seven associations went before the Senate Banking and Currency Committee to point out that the industry's troubles today are largely hangovers from the days of price controls.

Wilbur La Roe, Jr., general counsel of the National Independent Meat Packers Association and Eastern Meat Packers Association, said cattle and meat prices are on the skids due to large numbers of cattle.

He added: "Even worse has been the decline in the price of our byproducts. The decline in the value of hides, lard and tallow has been nothing less than tragic. This hits our industry very hard and it hits the farmers and other producers at a time when they need help.

"The decline in tallow has been from 12 to four cents. The decline in edible fat has been from 36 to 11 cents. Hides have gone down from \$1.91 to 84 cents.

"Detergents have made heavy inroads in the soap industry, which is one of our best outlets, displacing some of our by-products. I do not exaggerate when I say that the point has been reached where our industry faces an acute problem as to how to dispose of its tallow, lard and

Object To Imports

He objected to imports, stating: "Cattle, meat and hides are flowing into this country from foreign countries and meat is coming even from behind the Iron Curtain. It is difficult for us to understand why the government permits the domestic cattle, hog and meat industry to be hurt in this manner at a time when farmers are really up against it and prices are sagging badly."

L. Blaine Liljenquist of the Western States Meat Packers Association, Inc., expressed the general sentiment of the association by testifying: "We can out-produce the Russians, if we don't also try to out-control them." Jay Taylor, vice-president of the American National Cattlemen's Association, had heartening words on supply: "We call your attention to the fact that our industry is almost the only one that has never sought artificial government support or subsidies," he said.

"The cattle population today is at its peak, with 93,696,000 cattle in the country. Beef cows, which make up the producing plant, are at a record high level, numbering 22,506,000. These figures insure an adequate and increasing supply of beef for the next several years at the very least"

As for problems, he said: "At the moment, with the feeders taking tremendous losses, the most serious problem confronting the industry is how to insure an adequate outlet for the increased number of feeder cattle that will come from the ranges this fall."

William Seckler of Sterling, Colo., president of the Northeastern Colorado Cattlemen's Association, said there would be plenty of time in the event of emergency, for Congress to enact controls laws.

Chauncey B. Watson of DeKalb, Ill., president of the Corn Belt Live-stock Feeders Association, presented statistics on prices and supply during the past years, under government controls, and freedom of controls.

"We livestock feeders believe price controls are disastrous in war time as well as in peace, and that they should be completely removed and never again be imposed."

Rohm & Haas Completes Acrylic Monomer Plant

Rohm & Haas Co. of Philadelphia announced this week it has completed and put into operation a new plant for production of acrylic monomers, the raw materials used in the manufacture of the company's Primal leather finishes and other products.

The new plant, representing an \$8 million addition to the company's petrochemical operations at Deer Park, near Houston, Tex., employs an entirely new process.

Rohm & Haas' Primal leather finishes are emulsion polymers manufactured from the acrylic monomers. They have been used for many years in the manufacture of shoe upper, garment and upholstery leather.

NEW ENGLAND OUTPUT THIRD OF NATION'S

Massachusetts Tops Other States

Total shoe production in the New England shoe states—Massachusetts, New Hampshire and Maine—during 1952 totaled 169,517,000 pairs or approximately one-third of the nation's total output of 508,534,000 pairs, according to the New England Shoe and Leather Association.

The Association's study showed New England to be maintaining its normal share of the nation's shoe output. The region's production increase 11.2 percent over 1951 as compared with a national increase of 8.5 percent over the previous year.

Massachusetts led all states in 1952 with a total output of 87,125,000 pairs, 10 percent above its 1951 output, while shipments were valued at \$313,799,000. Production in Maine totaled 37,917,000 pairs, 16 percent over 1951 with shipments valued at \$12,688,000. New Hampshire produced 40,412,000 pairs, a gain of 12 percent over 1951 with shipments valued at \$144,150,000.

Of the New England total production of 169,517,000 pairs, the major portion was in women's shoes equalling 100,785,000 pairs. Men's shoe amounted to 37,857,000 pairs while youths' and boys' shoes accounted for 3,171,000 pairs. Total production of misses' shoes was 5,421,000 pairs, children's shoes totaled 4,407,000 pairs, and infants' and babies' shoes amounted to 3,543,000 and 1,885,000 pairs respectively. House slippers of all types represented 10,430,000 pairs and athletic shoes equaled a production of 1,478,000 pairs.

NEW SHOE DEAL

Latest Government figure to direct the spotlight to his feet is Herbert Brownell, Jr., the new attorney general. Brownell, who has been on the job about six weeks, appeared at a Senate hearing this past week wearing unmated black shoes.

When a reporter called his attention to the error, Brownell quipped, "I guess I just wanted to let the folks know I owned two pairs of shoes."

SHOE FAIR TO STRESS "BUY-SELL FORMULA"

Retailers Offered Fresh Selling Ideas

"Without any question the forth-coming National Shoe Fair is going to be the biggest, most active in the 20-year history of this significant in-dustry event. All advance signs offer reliable assurance that the 1953 Fair, to be held in Chicago, October 26-29, will draw the largest attendance of buyers and exhibitors on our records."

So declared Albert Wachenheim, Jr., at a meeting of the National Shoe Fair Committee in New York, March 2. Wachenheim is Chairman of the Committee, which is now completing details of plans for the big 1953 show.

This year, according to Committee plans, the National Shoe Fair will place intense emphasis on a fresh idea aptly called the "buy-sell for-mula." Chairman Wachenheim de-scribed this formula:

"The objective consists of two parts: First, to offer the nation's shoe retailers the greatest amount and variety of buying resources available at a single exposition anywhere in the world. For example, the resources of nearly 800 exhibiting shoe manufacturers showing thousands of lines and approximately 140,000 new spring shoe styles—an enormous range of prices, types, patterns.
"Second, to follow through on this

by offering retailers fresh selling and

merchandising ideas and opportunities. For example, a dynamic presentation of ideas to incorporate with the Spring, '54, 'The New in Shoes' program; exhibiting manufacturers showing hundreds of new promotions and merchandising tie-in plans; over 100 allied shoe products exhibitors introducing scores of new products and ideas for profitable use by retailers. Several other 'sell' features are being prepared.

"Summed up," said Wachenheim, "it means that the retailers are not only being offered a vast selection of merchandise to buy but a program of concrete ideas and services and goods to help them do a more effective and profitable selling-merchandising job. Our Committee believes it is going to have a powerful impact in making the forthcoming National Shoe Fair the most successfully productive on record."

New England Chemical Club To Meet

The Chemical Club of New England has scheduled its 7th Annual Dinner for March 19 at the Louis XIV Ballroom of the Hotel Somerset in Bos-

The club's main event of the year will feature a cocktail hour preceding a filet mignon dinner served at 7:30 p.m. A full program of entertainment will follow.

Reservations can be made with Richard E. Nippes at Columbus Southern Chemical Corp., 80 Boylston St., Boston 16.



Members of the National Shoe Fair Committee and staff meet in New York to discuss plans for 1953 to be held Oct. 26-29 in Chicago. Seated: Harold R. Quimby, National Shoe Manufacturers Association; Charles F. Jones, Jr., Commonwealth Shoe and Leather Co., Whitman, Mass., president, NSMA; Albert Wachenheim, Imperial Shoe Stores, Chairman National Shoe Fair Committee; Herbert Lape, Jr., Julien and Kokenge, Columbus Ohio, Co-chairman; Otto Warn, Warn and Warn, Spokane, Washington, president, National Shoe Retailers Association; L. E. Langston, executive vice-president, National Shoe Retailers Association; George Gayou, General Manager, National Shoe Fair; John Morgan, McGrew and Morgan, Parkersburg, W. Va.; Weir Stewart, Marshall, Meadows and Stewart, Auburn, N. Y.; William A. Rossi, Publicity Director.

COUNCIL ASSOCIATES NAMES REGIONAL HEADS

The Tanners' Council Associates. the group devoted to helping settle insolvency and bankruptcy matters in the industry, has announced election of new members to its Regional Executive Committees.

Chairmen of the regional group are: Boston-Weldon E. Crosby of A. C. Lawrence Leather Co., Pea-body, Mass; Chicago — Frank W. Kilcrece, Armour Leather Co., Chicago; Los Angeles-Paul Goldsmith, Los Angeles Shoe Machinery Corp., Los Angeles; New York-Thomas E. Sinton, R. Neumann & Co., Hoboken, N. J.; Philadelphia-Fred G. Ewald, William Amer Co., Philadelphia; and St. Louis, Arnold E. Cope, Arnold E. Cope Leather Co., St. Louis.

The Tanners' Council Associates plan has its beginning in the late 30's. It was sponsored by the Tan-ners' Council of America for the purpose of unifying creditors in the constructive handling of insolvency situations and bankruptcy matters. The plan has assured creditors of increased security, and the elimination of fraudulent practices by unscrupulous debtors.

Borden's Chemical Sales Decline

Sales of the Borden Company's Chemical Division for 1952 fell below the record year of 1951 and profits declined also, Theodore G. Montague, president of the Company, disclosed this week in his annual report. However, the Division's products are currently in high demand, he said, adding that the general business improvement, introduction of new products and better prices for some large-volume products promise a favorable year for 1953.

Total sales of the Borden Company and its consolidated subsidiaries for 1952 improved for the third consecutive year and set a new record of \$768,019,612, Montague said. This is a gain of 6 percent over 1951 sales of \$772,770,380, and is due chiefly to an increase in sales volume, he pointed out.

Despite the larger volume of business, net income declined about 2 percent to \$17,667,137, from \$18,080,-371 in 1951. Earnings equaled \$4.11 a share, compared with \$4.20 in 1951. The rate of profit was 2.3 cents per dollar of sales, as against 2.5 cents in 1951. Lowest since the 1935 rate of 2.1 cents, it compared with a 20year average of 2.9 cents.

COMPO EARNINGS IN 1952 GAINED 27.9%

Lines To Be Expanded In Coming Year

Compo Shoe' Machinery Corp., Boston manufacturer of shoe machinery and adhesives for all types of cement process shoes, for the year ended Dec. 31, 1952, earned a net income of \$240,190 after provision for U. S. federal income tax, equivalent to 78 cents a share on 309,287 common shares outstanding, a 27.9 percent increase over net income after taxes of \$189,097 or 61 cents a share for the 1951 year, according to Charles W. O'Conor, president.

For 1952, income from leased shoemanufacturing machinery totalled \$1,268,234 and gross sales of supplies, machinery and parts aggregated \$2,398,410, representing increases of 9.7 and 9.3 percent respectively over the 1951 totals.

Current assets and current liabilities as of Dec. 31, 1952, were \$1,689,930 and \$641,000 respectively, a ratio of 2.6 to 1. During 1952 the company paid its 82nd consecutive quarterly dividend. It ended the year in the strongest financial position in its 24-year history, the annual report stated.

Noting in his letter to stockholders that 1952 production of shoes on Compo machines increased at a faster rate than the recovery in the U. S. shoe-manufacturing industry as a whole (19.6 percent increase compared with 8.5 percent increase), O'Conor said:

"In 1952, new programs were instituted which your directors believe will expand the general scope of the company's business. These include more liberal leasing arrangements for machinery; improvement of sales and service activities on both machinery and shoe and industrial adhesives; and intensified development of the Canadian market through our subsidiary, Compo Shoe Machinery Corporation of Canada, Ltd.

"Looking toward the future, Compo anticipates steady expansion of its machinery income as a result of an agreement with Maschinenfabrik Moenus A. G. of Frankfurt, Germany. Compo will soon be able to supply its customers with most of the principal shoe machine types in addition to its regular line of cement sole attaching equipment. The worldwide organization of Moenus also provides Compo with improved facilities for exporting its shoe machinery and adhesives."

Moenus is the world's second largest manufacturer of major shoe machines and produces all types except the cemented sole attaching machinery and adhesives manufactured by Compo. O'Conor stated.

Compo produces 37 machine types and leases some 5,000 machines to more than 600 shoe manufacturers to whom it also furnishes shoemaking and mechanical services, with 100 experienced shoemaking engineers in the field, stocks of machine parts in nine principal shoemaking centers, and six adhesives warehouses at strategic points, the annual report stated.

Allied Chemical To Erect New Building

Allied Chemical & Dye Corp. has announced plans for a new building at a cost of \$2,800,000 to be erected at Buffalo, N. Y., as housing for the research and engineering staff of its National Aniline Division.

The three-story brick and steel building will provide 85,000 square feet of floor space for offices and laboratories for the chemical and application research staff and engineering personnel. Occupancy is expected in the spring of 1954.

Plymouth Rubber Foresees Good Year

Prospects for Plymouth Rubber Co. of Boston in 1953 are bright, according to Ira M. Hamilburg, chairman of the board. Hamilburg told the annual meeting of stockholders last week that the company picked up business last year and has several new accounts which should add materially to 1953 sales figures.

Sales for Dec. 1952 and Jan. 1953, the first two months of Plymouth's new fiscal year, were up 33.4 percent above the same period last year, Hamilburg said. Feb. business also showed a good rate of increase, he pointed out.

The company should show a profit for the first half of the current fiscal year, he added. Last year, it showed a loss of \$294,654 in the period although the total year's figures showed a loss of only \$21,416 due to a profit of \$273,238 in the last half of fiscal 1952.

Hamilburg said that last year's loss was due mainly to inventory decline.

LEATHER INDUSTRIES ON VIEW



Above is the display sponsored at the recent Leather Show in New York by Leather Industries of America. The display, part of LIA's program in promoting leather in all its uses, drew a great deal of attention from tanners, shoe manufacturers and retailers visiting the Waldorf-Astoria that week.

Head Gro-Cord





Top to bottom, are: Fred W. Cook, former president, and Forest Moor, formerly vice president and general manager, who have been elected chairman of the board and president, respectively, of Gro-Cord Rubber Co., Lima, O. Other officers named at the 34th annual meeting March 7 are Harold Smith, 1st vice president and treasurer; Winston L. Hunt, secretary and treasurer; Melvin C. Light, assistant secretary; and J. S. McKindsey, vice president and sales manager.

Parker House Show Set For May 10-13

The Parker House Shoe Show, sponsored jointly by the Parker House in Boston and the Boston Shoe Travelers Association, will be held May 10-13 at the Parker House, according to show officials.

A total of some 180 manufacturers of men's, women's and children's shoes will show their fall 1953 lines at the event. A capsule exhibit of samples from all displaying firms will be shown in the Boston room.

Members of the Boston Travelers Association will hold their semiannual luncheon at the Parker House on May 13.

Another feature will be a retail forum on retail shoe selling and two

special displays, one on leather tanning and another on model window displays for shoes. These will be staged by the North East Shoe Council, which numbers 200 shoe retailers and factory representatives as members.

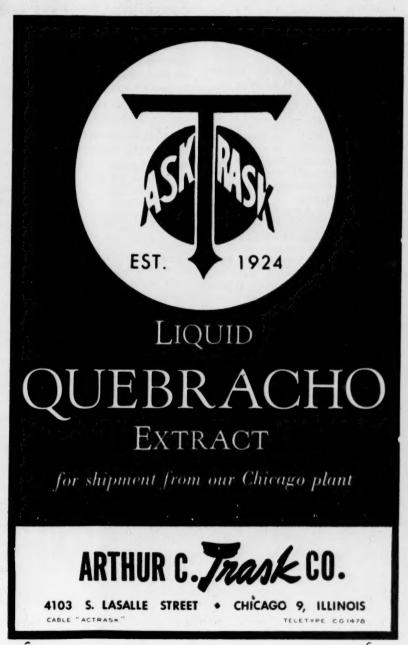
"Leather In Decoration" Draws Throngs

The rising new importance of leather in home furnishings was forcibly demonstrated this past week at a "Leather in Decoration" show presented at Paine's in Boston.

The show featured 12 "roomettes," designed by top-flight decorators over the country, and portraying the use of leather in many ingenious ways with a dramatic high-style effect in home decorating.

Presented under the auspices of the Upholstery Leather Group, branch of the Tanners' Council, the display shows leather used on all furniture from man-sized chairs to dainty feminine types, as well as on floor inlays, wall coverings, a mirror frame, a special window drapery, a cornice arrangement, a lamp shade, bulletin board, electric clock-covering and in many unusual decorative touches.

Colors of the leather run the spectrum from crisp colors such as pinks and yellows to amber, quartz and spruce.



CANADIAN CATTLE SITUATION SURPRISES

Lifting Of Embargo Works In Reverse

When the U. S. at the beginning of the month lifted the embargo on importation of all Canadian cattle, sheep and other domestic animals and their products, such as meats, hides and all other by-products, it was expected that there would be a big influx of supplies from Canada into the U. S. Following the removal of the import ban, President Eisenhower imposed limits on the number of cattle that may be imported from Canada at a duty of $1\frac{1}{2}c$ a lb.

The limits, effective April 1st, are 200,000 head a year weighing less than 200 lbs. and 400,000 head weighing 700 lbs. or more. Cattle imported in excess of these numbers are subject to a 2½c a lb. duty.

Two Classes

An Agriculture Dept. official explained that cattle imported from Canada generally fall into 2 classes: young veal calves of the under 200 lbs. group, and cattle a year or more in age which takes in the 700 lbs. and over category.

and over category.

The situation has not worked out according to expectations. Instead of heavy imports into the U. S., there have been some purchases of U. S. cattle by Canadian buyers. As a result, for the first time in years, the U. S. is exporting beef cattle to Canada. Price is the controlling factor, rather than the lifting of the embargo against Canadian cattle.

Canadian wholesale beef prices are enough higher than those prevailing in the U. S. so that packers can buy cattle in the U. S., pay the freight to Canadian cities like Toronto, Ottawa, Montreal and Winnipeg, pay the 1½c

a lb. Canadian import duty and still end up with a price differential of ½c to lc a lb. which will make it profitable.

FREUDENBERG NAMES SALES AGENTS FOR U.S.

Carl Freudenberg, Weinheim, Germany, tanner, has announced the appointment of Donovan Industries, Inc., newly-formed New York leather dealer, as its exclusive sales agents in the U. S. and Canada.

Freudenheim has recently begun to export substantial quantities of tan calf in popular shades while developing CEFA, a new women's weight calf. The company's black men's weight Odin Calf has been famed for several generations in the U. S. markets.

A. R. Mueller Co. of Milwaukee will continue as sub-agent for the Chicago-Wisconsin territory while H. B. Avery of St. Louis acts as sub-agent in the St. Louis area. Also, Hebb Leather Co., Inc., of Boston will handle the men's calf in that area while Jefferson Leather Co. of Boston will handle women's weight calf.

Appointments for sub-agencies in other shoe centers will be announced shortly.

OFFER NEW PROCESS FOR DEMANURING GREEN OR CURED HIDES

Detailed information on plant application of a newly developed process for removal of manure and other foreign deposits from cattle hides has been published by the American Meat Institute Foundation.

The new process has been developed by Dr. Frank L. DeBeukelaer, chemist in charge of the Foundation's research on hides and skins. It can be applied either to hides in the "green" state or to cured hides at the time they are "worked in" at the tannery, either prior to or during, the "soaking back" operation.

Following extensive laboratory experimentation, the demanuring process was tested on a limited scale in actual plant operations. Selected lots of test hides were subjected to treatment, were cured in the usual manner, and then were shipped to commercial tanneries for conversion into leather.

Finally, appropriate samples of the leather were subjected to detailed chemical and physical tests through co-operation of the Tanners' Council Leather Research Laboratory at the University of Cincinnati.

As a result of pilot operations, the following evidence has been established: first, the operational procedures outlined are physically practical; and, second, hides so treated will convert into leather of satisfactory yield, quality, and selection through customary tannery processes for either upper or sole leathers.

The demanuring process was developed as one phase of a research study of various aspects of handling and curing hides. Dr. H. R. Kraybill, Director of Research and Education of the Foundation, says it is still questionable whether it will be practical, from a cost viewpoint, to add demanuring to current hide handling procedures at the packing house level or consider it in conjunction with other processing modifications.

Information concerning the process is provided in Circular No. 6, "Process for Demanuring Green Hides," published by the Foundation in February.

WINSLOW

A leather-lined shoe is a more saleable shoe.



FULL CHROME TANNED LAMBSKINS

WINSLOW BROS. & SMITH COMPANY

STORES: BOSTON, 97 SOUTH ST. . NEW YORK, 12 SPRUCE ST. . CHICAGO, 173 NO. FRANKLIN ST.

MILITARY BIDS AND AWARDS

Overshoes

March 20, 1953—TAP-30-352-53-338 — 1a) 6,800 pr. overshoes, molded, all elastomer, non-slip sole; 1 pr. per package—100% domestic pack. And/or 1b) 1,600 pr. for San Diego; 1c) 2,300 pr. for Philadelphia; 1d) 800 pr. for Norfolk; 1e) 2,100 pr. for Oakland. Delivery, 2,300 pr. during July, 3,400 pr. during August, and 1,100 pr. during September. Opening, New York, 10:00 Å.M.; this procurement for the Navy.

Leather Mitts

March 20, 1953—TAP-30-352-53-321—13,248 ea. mitts, arc welder's chrome-tanned cow-hide leather. 1) 8,640 ea. for the left hand, for six destinations; 2) 4,608 ea. for the right hand—this for six destinations too. Delivery on all must be completed by August 15; opening, New York, 1 P.M.; this procurement for the Navy.

Glove Shells

March 23, 1953—TAP-30-352-53-331—1) 78,525 prs. glove shells, leather, black, size 3; a) 17,425 prs. for Shelby, O.; b) 61,100 prs. for Maywood, Cal.; 2) 21,375 prs. black leather glove shells, size 4; a) 9,000 prs. for Shelby; and b) 12,375 prs. for Maywood; delivery during May, June and July; FOB destination; opening, New York, 4 p.m.; this procurement for the Air Force.

Lineman's Gloves

March 24, 1953—TAP-30-352-53-322—1) 1,100 pr. gloves, lineman's leather; six destinations; 2) 4,500 pr. gloves, work, flannel and leather; three destinations; 3) 30,700 pr. gloves, work, flannel and leather, gauntlet cuff; five destinations; 4) 13,900 pairs gloves, work, flannel and leather, safety cuff; nine destinations; all four items must be delivered by August 15, 1953; this procurement, for small business concerns only, is FOB destination. Opening, New York, 11 A.M.; this procurement for the U. S. Navy.

Leather Apparel

March 25, 1953 — Invitation TAP-30-352-53-327 covering Welder's Clothing, Item 1 — Jackets, Chrome-Tanned Heat-Resistant, Cowhide or Steerhide Leather, 1,560 each; Item 2—Helmets, Heat-and-Flame-Resistant Fiber Body, 1,550 each; Item 3 — Sleeves, Chrome-Tanned Heat-Resistant, Cowhide or Steerhide

Leather, 1030 each; Item 4—Gauntlets, Chrome-Tanned Leather, 72,000 each. Bids will be opened 2:00 p.m. at the New York Office. Delivery to be completed by Aug. 15, 1953. This procurement is for the U. S. Navy.

SHOE MACHINES

Champion Shoe Machinery Co., St. Louis, Mo., was low bidder at the opening of Quartermaster Invitation QM-30-280-53-697 for three shoe finishing machines. Champion offered to supply all at \$575.—ea.; 60 days acceptance, net. The only other bidder was Landis Machine Co., St. Louis, Mo., which offered the total quantity at \$626.30 ea.; 60 days acceptance, net.

LINEMAN'S GLOVES

Three manufacturers submitted bids under ASTAPA Invitation TAP-30-352-53-194 — 4,790 pr. leather lineman's gloves. Chippewa Glove Co., Chippewa Falls, Wisc., was low bidder offering all at 1.90 per pr.; 20 days acceptance, no discount.

Nationwide Glove Co., Inc., Pontiac, Ill., offered 2,395 pr. at 2.56; 2,395 pr. at 2.76; OR all at 2.655; 20 days acceptance; ¼ of 1% in 20 days.

Olympic Glove Co., N.Y.C.; all 2.29; 20 days acceptance, net.

OPEN NAVY SHOES

Doyle Shoe Co., Brockton, Mass., was low bidder at the opening of ASTAPA Invitation TAP-30-352-53-238 which called for 142,512 prs. of men's low black leather shoes for the Navy — a) FOB origin; b) 130,380 prs. FOB Mechanicsburg, Pa.; c) 12,132 prs. for Clearfield, Utah. Doyle offered a total of 60,000 prs. a) 30,000 prs. at \$4.87; and 30,000 prs. \$5.21; b) 30,000 prs. \$5.24; and 30,000 prs. at \$5.25; c) 12,132 prs. at \$5.42; 20 days acceptance, 1/10 of 1% in 30 days. There were thirteen bidders in all. Four other low bids follow:

J. F. McElwain Co., Nashua, N. H.; total quantity FOB origin at \$4.945; 20 days acceptance, net.

Sportwelt Shoe Co., North Easton, Mass.; 60,000 prs. \$4.90; 20 days acceptance, 1/10 of 1% in 20 days.

Hubbard Shoe Co., Inc., Rochester, N. H.; a) 15,000 prs. at \$5.18; b) 15,000 prs. at \$5.25; c) 12,132 prs. at \$5.48; maximum award accepted, 15,000 prs.; 20 days acceptance, 1/10 of 1% in ten days.

International Shoe Co., St. Louis, Mo.; total quantity asked at \$5.68; 20 days acceptance, net.



Stylescope-

Brown destined to make color news of magnitude unequalled in many a season. Fashion vanguard predicts emergence of brown family in women's daytime and town shoes to ring bell on popularity meter. For Fall, shades of brown, from beige to dark, will be featured in higher priced lines. Will even surge ahead of all-time, all-powerful black for daytime and town wear. However, rather than cutting into black sales, which are expected to remain fairly steady, will cut into other colors—blues, reds, grays, greens.

Aniline finished leathers also loom in fashion forefront. A bit of education necessary here to acquaint consumer with beautiful effects possible with this finish. Timing is good for aniline leather, because will be especially effective in brown ranges which are rising in importance simultaneously. Promotional possibilities are exceptionally good, and public can be educated to ask for aniline finishes, just as it is now educated to ask for kid, or calf, or suede leathers.

New last makes possible foot-clinging low shells. Special contouring at back of heel seat and at break of ball. At both these points in ordinary last, usually an unused space or "air pocket." Two spaces eliminated in new last so that shoe built on last meets natural contours of foot at these points. Result—short couple last with flowing, graceful lines. Shoe holds to foot—especially with short vamp shoes.



Shoe pictured has two-inch vamp, and last is built for 24/8 heel. Because of short coupling and rounded contour, shoe has look of greater height, giving whole sleeker, more elegant illusion, while hugging foot for greater comfort than heretofore possible with shell pumps. Last, by United Last Co., called "Symphonie."

T-straps and pointed toes outstanding as new design treatments in women's shoes. Feeling for high-riding effects has been growing for past couple of seasons. These stress lightness and softness of line. Now, revival of T-strap

ideas taking hold in high-fashion lines with good possibilities of moving into moderately high-priced lines. Pointed toe, which gives illusion of triangular shaped vamp, solid in high-priced and already moving into medium-priced lines. These are two newest trends to watch in women's dress shoes.

New kid pullovers for Fall. These by Kid Leather Guild depict newest styling ideas in women's shoes, well-suited to use of soft kid leather. At left, brown kid suede given high style feeling by use of black smooth kid trim. Smart elongated tongue folds back over vamp, ends in tasseled bow. Black smooth kid lacing runs through and around topline. Center, high-riding design with T-strap illusion.



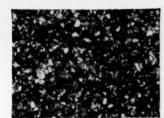
Vamp extension ends in point over instep, held close to foot by tie. Large toe opening repeats pointed motif in its triangular shape. At right, smooth green kid trimmed with sand-colored smooth kid. Stitched strap is slotted through quarter in back. Double buckle. Heel made of built-up leather, indented at back in triangular shape wedge cutout (note heel view which brings out smart lines).

Patent leather popularity due to swing into Fall in form of trim. Dominating Spring fashion picture in shoes, this leather will carry over to lend sheen to leading styles for Fall. Also, with added interest being given to heels, patent will be used as heel covering to lend sharp contrast and back interest to many of new Fall styles. These types expected to be good, especially since patent leather has positively re-established itself as top fashion note.

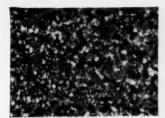
Rosalie Mangbanian



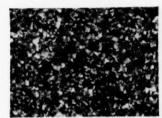
5152 Cork Composition—Light, tough, firm. Ideal material for clogs and wedge heels.



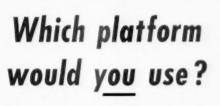
5745 Cork Composition—Flexible, tough. Little affected by humidity. Holds stitches.



5114 Cork Composition—Light and re-

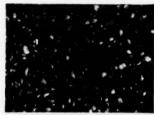


5616 Cork Composition—Elastic, firm. Gives square wrapped edge. Holds stitches.

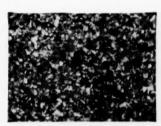




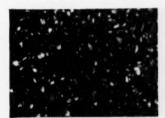
5750 Cark Composition—Finer cark particles give smoother edges. Holds stitches.



RK-365 Cork & Rubber—Extremely flexible.
Offers somewhat more cushion than RK-388.



5040 Cork Composition—Standard composition for firmness, flexibility, some cushion.

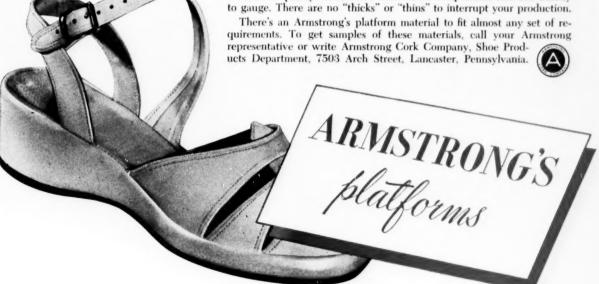


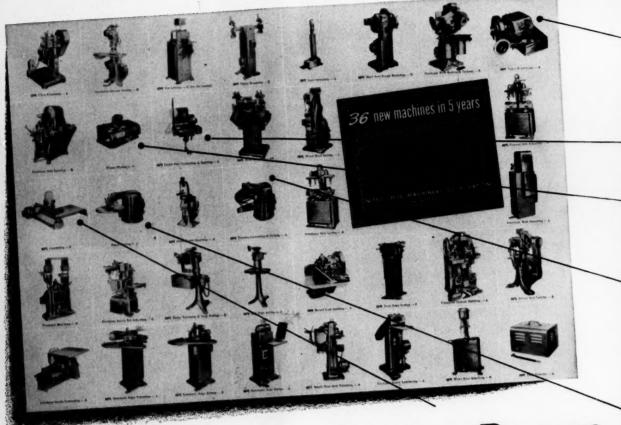
RK-388 Cork & Rubber-Widely used for insole cushions. Has high compressibility.

A platform for the play shoe pictured below must be more than just flexible and springy. It must also keep its shape under a tight wrap. To make such a shoe, many shoe men would use Armstrong's No. 5745.

This economical cork platform material has the bounce and pliability needed for comfort. It handles well, too—cuts with a clean edge and keeps that edge.

Like every Armstrong platform material, No. 5745 is carefully controlled for quality. Sheets are uniform in composition and cut exactly to gauge. There are no "thicks" or "thins" to interrupt your production.





Six new Fitting Room the result of United's Continuing

Within the span of five years, 36 new United machines have been introduced commercially to the Shoe Manufacturing Industry. Six of these machines are designed to meet Fitting Room requirements.

United's extensive experience in the shoe machinery field, its knowledge of shoemaking and its continuing research program have made possible the development of these machines and the new machines yet to come.

United's mechanical and shoemaking service along with its readily available inventories of replacement parts located in shoe manufacturing districts throughout the country assures the operating efficiency of United machines.

United Shoe Machinery Corporation

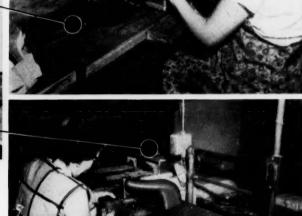
BOSTON, MASSACHUSETTS

UPPER REINFORCING—(A) Simple adjustments enable operator to locate the stays quickly and with precision on either bal or blucher vamps. Precoated reinforcing stays in lengths of ½" to 1" are cut and applied rapidly.



EYELET STAY APPLYING—(A) The only machine which cuts and cements uncoated tapes and applies the stays with precision accuracy to lining or upper. This model increases production, reduces costs and safeguards shoe quality.

PLUMA SKIVING—(0) Operator fatigue is reduced because the working area is inclined toward the operator. A new principle of knife construction eliminates poor fitting and the gap between knife ends. Quieter and more efficient.



machines – Research...

THERMO-CEMENTING—(A) Efficient and economical French binding is possible with either fabric, imitation leather or leather bindings. Uniformly maintained temperature aids the passage of thermoplastic cement from a heated receptacle through a chamber in the hollow presser foot.



CEMENTING—(F) Substantial savings are possible with this machine, which has excellent means for controlling cement coating. Virtually eliminates piping, previously a problem in machine backing and doubling with latex cements.

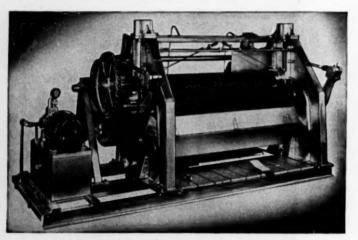




RAPID FOLDING—(J) A machine speed of 2,000 RPM gives far greater output than possible with previous models in finishing the raw edges of uppers. The beveled and cemented edge of the unlined leather upper is rapidly folded and pressed down to produce neat, finished-looking edges on shoe uppers.



and Modern Answers that cut costs - - - Boost Production.



Stehling All Hydraulic Combination Wringer

What's it mean—no clutch? It means simpler operation, easier adjustments, simplest repairs or minimum replacements.

How can it work without brakes? Beautifully —and bydraulically with all of the better features of the mechanical wringer still retained.

What do you mean—two men freed? Just that you don't need two men to regulate pressure with the long lever. No more danger of overstressing, no more broken spring rods, no more pressure roll springs. The open position gives another inch for faster feeding and the foot treadle control opens, closes, and can reverse its closing position at any point.

You don't have to be good at quiz shows. Let Stehling give you the answers that will cut costs and boost production.

Let us have your questions today.



CHAS.H.STEHLING CO.

1303 NORTH FOURTH ST., MILWAUKEE 12, WIS.



The betting on appeals to Supreme Court on the United Shoe vs. Government on recent antitrust decision currently stands like this. Chances are the Government won't appeal. Feeling is that they won on most basic points, on rulings they'd originally requested. "Punishment" against United not as strong as Government wanted (such as splitting United into three separate companies), but other important demands were conceded to Government. So belief is that Government will stand pat on Judge Wyzanski's decision and won't appeal.

However, chances are United will appeal, though there's a small possibility it won't. Reported feeling within United is that Supreme Court won't worsen "punishment" handed out in Wyzanski's decision — and there's always the possibility of Supreme Court reversing Wyzanski's ruling, acquitting United, though belief is that possibility is remote.

United has several reasons for appeal. First, desire to "clear its name" — to reverse decision that it has acted in restraint of trade. A matter of prestige, the moral factor. Second, to regain its material losses as caused by Wyzanski's decision. Third, the company, naturally, still believes it's in the right, that its practices and policies have violated no laws.

Despite enormous success of "The New In Shoes," many retailers and participating newspapers riled at shoe manufacturers for failing to follow through on promised local cooperative aids in putting the program over. Some manufacturers, after making plans and promises to participate cooperatively with retailers, just didn't come through, left retailers hanging in mid-air. Result: effectiveness of program in some communities lacked full wallop. Some manufacturers just underestimated the potential power of the program. It's expected that with the lesson learned, participation in the August 30 "The New In Shoes" seasonal opening will be far more active.

Hide men and packers now claim they were not consulted when hide and skin price ceilings were set two years back. This came out in testimony of C. B. Heinemann, president of National Independent Meat Packers Association, to Senate Committee on Banking and Currency this week.

Heinemann said OPS administrators completely ignored hide producers and processors while conferring with large shoe group to set hide and **skin ceilings.** Similarly, tallow and grease prices set after OPS met with large soap producers. These "closed door" decisions served to demoralize U. S. hide, fats and oils market, caused losses in billions, Heinemann charged.

Heinemann was one of many top officials from livestock industry who urged Congress to forget about setting standby controls over both prices and wages in cattle industry. Officials were unanimous in blaming current industry troubles on controls, said the hangover still persists. Point has been reached, they said, at which packers face acute problem in disposing of tallow, lard and grease by-products.

Packers also complained about import of meat and hides from overseas. Supplies coming even from behind the Iron Curtain, they claimed. As L. Blaine Liljenquist of Western States Meat Packers Association put it, "We can outproduce the Russians if we don't also try to outcontrol them."

Revision of Taft-Hartley Act now appears a long way off. LEATHER AND SHOES' Washington editor, Joseph B. Huttlinger, reports as much confusion and conflict in ideas today as four years ago when revision first attempted. Business and labor still confused over the issue, offer little concrete to Congress. Eisenhower administration still hasn't spelled out ideas on subject although Secretary of Labor Durkin probably will reveal them next month when he appears before various committees.

Durkin's testimony, when it comes, will provide new administration's first outline of what it really wants not only in way of Taft-Hartley revision but on entire board problem of labor matters. However, Senate is slow in getting to point and it appears certain Congress can't put through a new bill before adjourning for summer. That will put final action over till next year provided Congress doesn't reconvene before then.

Actually, revision of Taft-Hartley depends primarily on whether Eisenhower's proposals have the effect of bringing Senator Taft and the unions together on a common ground or of forcing them further apart. Taft proposed amendments, the unions claim, fail to deal with "fundamental" issues and fall short of Eisenhower's aim for law to unite labor and management.

Interesting bits: One-legged war veterans can buy whatever shoe they require by writing General Shoe Corp. at Nashville, Tenn., giving size and foot. Cost is \$1.



- Leo R. Hayman has resigned as general sales manager of Lester Pincus Shoe Corp. He is reported to have joined Kirsch-Blacher Co. in New York in a similar capacity.
- I. William Levy, New York representative for Progressive Wood Heel Co. of Brooklyn, is currently marking his 25th anniversary with the firm. Levy is also a prominent member of the New York Superintendents' and Foremen's Association, having served four terms as president.
- S. Schaya of Los Angeles has been appointed West Coast representative for Melvin Henkin, Inc., New York City tanner.
- Chuck Kiamie has joined Skippy Footwear of Hazelton, Pa., as fitting room foreman. He formerly held a similar post with Martinsburg Shoe Co.
- Fred Morgan has been elected to the board of directors of Joyce, Inc., Pasadena, Cal., maker of men's and women's casual shoes. Morgan was formerly associated for many years with Bullock's, Inc., as divisional merchandise manager.
- J. O. Moore has been re-elected president of H. C. Godman Co. and

The Miller Jones Co., a wholly-owned subsidiary. Other officers are J. L. Davis, vice president and treasurer; N. E. Smith, vice president and secretary; U. L. DuBois, vice president; B. H. Crompton, vice president; and H. W. Howe, assistant treasurer and assistant secretary. Davis is vice president and treasurer of The Miller Jones Company.

- Burton Wilner has been named general plant manager in charge of research and development at Wilner Wood Products Co. of Norway, Me. Wilner is also vice president and treasurer. Joseph Bailly has been placed in charge of production.
- Lawrence J. Melnick has been appointed sales manager for Pfaff Industrial Sewing Machine Co. in the Western U. S. Melnick is associated with A. C. Weber & Co. of Chicago, distributor of Pfaff shoe and other machinery.
- F. J. Exler has taken over his duties as superintendent of International Shoe Co.'s Steeleville, Ill., plant. He succeeds Bob Gillilan who has acted as temporary superintendent since the death of J. W. Nicholson. Gillilan will become traveling inspector at Poplar Bluff, Mo.

• Paul N. Vonckz has been appointed sales and service manager of International Shoe Machine Corp. of Cambridge. A graduate of Harvard, Vonckz has wide experience in the shoe machine industry and was formerly associated with United Shoe Machinery Corp. He has also been with Regal Shoe Co., Stetson Shoe Co. and more recently was sales manager for



Holly Shoe Co. During the war, he served with the Navy on purchasing, inspection and specifications of Navy shoes.

- Max Bloom recently joined Copley Shoe Co. as stitching room foreman. He was formerly associated with Mutual Shoe Co.
- A new 8-page catalog describing the complete line of Buntees Hand-Lasted Moccasins has been issued by R. J. Potvin Shoe Co., Brockton children's shoe manufacturer.





in staple shades and high colors.

LEATHER SALES MOVE ALONG AS PRICES HOLD STEADY

Post Show Activity Begins To Take Shape In Most Leathers

NEW YORK MARKETS

Upper Leather: Interest has been good since the Leather Show with much sampling reported in calf with the hair on and patent leather for fall. Not too much footage moved as yet but high level of interest indicates sales ahead. Patent is expected to be big again in the fall and since the leather does not keep well during the summer months, shoe manufacturers may want to bring it in for immediate cutting.

Large spread elk still about 45-43c and down, combination tannages, 48-46c down and these prices are pretty much unchanged. Some particularly wanted types have sold higher.

Calfskins: Good interest in calf leather in both suede and smooth calf for women's and men's shoes. What the interest in calf with hair on will bring remains to be seen. Some tanners feel it will not be very active.

Prices range from \$1.00 down on women's weight suede and 93c down on the smooth with volume around 90-88c and down on suede and 85c to 80c and down on the smooth.

Sole Leather: Bellies continue to be the best moving sole leather now with stocks in tanners' hands very light and good interest from buyers. 25-26c still going level with some tanners claiming 27c. Bends at 56c for 9/10 iron, 52-54c for 10 iron and up. Some claim they can get 58c for 9/10 iron bends.

Middle weights around 60c and lights not much better than 68c. Double rough shoulders in good demand with 52-54c heard mostly.

Sole Stiffer

Sole leather tanners in Boston report a good sales week with prices showing a tendency to stiffen. Although buyers have not been much impressed with new increases in hide market, they are willing to pay current prices on sole leather.

Prices listed as before. About 52c for tannery run 10 iron bends, up to 54c for No. 1's and 2's. The same holds true with 9/10 irons in 56-58c range. Mediums generally at 60-63c with some saying 61-64c. Light bends steady at 68-70c.

Sole Offal Wanted

Bellies continue to do thriving business for Boston sole offal tanners and dealers. Most are sold up through April and into May, offer little if anything for immediate delivery. The range still holds at 25-26c with a

ADMOTTD LEATHERS Pactory SOLE LEATHERS BENDS, BACKS, CROPS, HEADS SHOULDERS, BELLIES, SHANKS, Etc. OUTSOLES MEN'S · WOMEN'S · BOY'S MISSES' · CHILDREN'S IN ALL GRADES AND WEIGHTS Meadquarters for Sole Leathers Complete line of leather INSOLES and leather COUNTERS

MOCCASIN COWHIDE

at its colorful best

Fashionably Soft for comfort. Most Adaptable to laced moccasins and casuals . . . finest full grain you've ever seen!

SHOE SPLITS: Grain finished for mellow chrome uppers . . . Retan for soles . . .

GLOVE SPLITS: Complete price range . . . Quality always uniformly high.

Write for swatches today!

LOS ANGELES TANNING CO.

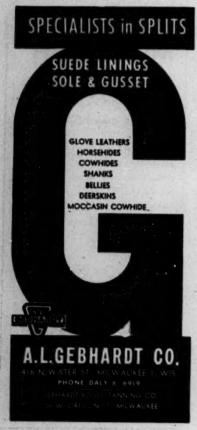
4101 Whiteside Street Los Angeles 63, California

Prices and Trends of Leather

KIND OF LEATHER	WEEK	MONTH AGO	YEAR AGO	HIGH
CALF (Men's HM)	85-1.14	85-1.10	70-95	85-1.10
CALF (Women's)	80-98	80-95	60-85	80-1.03
CALF SUEDE	80-1.05	80-1.05	70-95	85-1.10
KID (Black Glazed)	75-90	75-90	70-1.05	75-90
KID SUEDE	80-96	80-96	70-95	80-96
PATENT (Extreme)	56-62	56-62	55-80	56-60
SHEEP (Russet Linings)	18-32	18-32	18-28	18-32
KIPS (Combination)	56-60	56-60	48-52	56-60
EXTREMES (Combination)	51-54	51-54	45-49	54-56
WORK ELK (Corrected)	38-44	38-44	38-42	38-46
SOLE (Light Bends)	65-68	65-68	65-70	68-72
BELLIES	25-26	25-26	22-24	26-27
SHOULDERS (Dble. Rgh.)	50-53	50-53	50-55	50-55
SPLITS (Lt. Suede)	31-36	31-36	36-38	35-39
SPLITS (Finished Linings)	18-22	18-22	15-20	24-26
SPLITS (Gussets)	15-17	15-17	18-22	18-20
WELTING (1/2 x 1/8)	8	73/4	121/2	8
LIGHT NATIVE COWS	191/2	18-19	161/2-171/2	20

All prices quoted are the range on best selection of standard tannages using quality rawstock,





few claiming 27c. The latter are for specials or immediate delivery.

Double rough shoulders still move at 53c and below. Singles still spotty in middle 40's. Heads at 16-17c; hind shanks around 17-19c; fore shanks 15-17c.

Calf Still Waiting

Real activity has not yet begun on Boston calf leather market. Tanners report good deal of interest in hairon types as well as women's aniline types but sales are still tentative.

Prices, as listed, still at \$1.14 and down for men's top grades with far more interest at 95c and volume below. The women's weight smooth calf holds at 98c and down but 78c and down is far more popular. Suedes 95c and below.

Sheep Does Well

Russets, as in past few months, do best at 22c. Boot linings bring up to 28c but best interest at 26c. Chrome moves at 30-29c and down. In colored vegetable linings, the reds, greens and yellows move at 27c while the staples are pegged at 26c.

Sides Moderate

Still a fair amount of business reported in side leathers although Boston tanners say the real fall volume is yet to come. The aniline types are still drawing much interest and a few good orders have been placed.

Prices unchanged. This means combination tanned extremes are pegged at 53-54c for HM weights; 51-52c for M weights. Large spreads around 43-45c. Work shoe at 38-42c.

Combination - tanned kip sides, HM's. bring 49-58c and even 60c although top price is resisted. M weights at 57c and below. Full grain vegetable kip sides at 69c and down.

Splits Moving

Boston splits tanners continue to report active business. The activity, which began shortly before Leather Show, has held up as have prices. It looks like a good season for splits.

The lightweight suede splits bring 36c and down for black; up to 38c for colors. Heavyweights up to 44c for black and colors with volume at 42c and down. Linings wanted at 18-22c. Gussets good enough at 15c-17c.

Flexible innersole splits still active at 24-29c for 3½ oz. skins. Heavyweights at 33-38c. Lightweight naturals 18-23c; heavyweights naturals 29-34c.

Glove Leathers Quiet

Business quiet in this market. Spring production about over and the greater part of the fall glove business has not been placed. Large buyers putting out only token orders. Price still the prime consideration.

Some pigskin business done on a table run basis. Asking prices from 52c to 55c. Men's grey suedes in demand but at 2c below the asking price of 36c. Not much chance of doing business as tanners claim the asking price is below replacement. Iranians moving as well as any leather at 25c, 21c and 18c.

Garment suedes quoted from 38c down depending on tannages.

Work Glove Quiet

Rather quiet again this week in work glove leather, not much change as compared with last week. A few orders placed for LM and M weights at same prices of the past few weeks. Many producers are still quite busy making shipments on previously booked business and a fairly good volume of leather is involved in these deliveries it is said.

LM weight work glove splits of No. 1 grade quoted at 14-15c, No. 2 grade at 13-14c and No. 3 grade 12-13c. M weight alone correspondingly higher with No. 1 grade at 16-17c, No. 2 grade 15-16c and No. 3 grade at 14-15c. Heavier weights bring proportionately more.

Garment Wanted

Some sales made at 42c and down for delivery into next month. Previously reported business at 40c and down but several tanners were inclined to withdraw lists and not name any definite prices for the time being.

Sheepskin garment leather continues steady, suede holding at 32c and down and grain finish at 30c and down for better tanner productions while 27-28c still quotable for the average volume basis.

Bag, Case and Strap Moves

Signs of a little more interest in bag, case and strap leathers this week. Some inquiries made for certain descriptions in various weights to meet buyers' specific requirements and sales reported in a number of instances at unchanged prices.

Case leather of 2/3 ounce remains around 46-48c, 3/4 ounce at 48-50c and 4/5 ounce at 50-52c. Strap leather unchanged, russet Grade A of

4/5 ounce holding at 56c, 5/6 ounce at 58c, 6/7 ounce at 60c, 7/8 ounce at 62c, 8/9 ounce at 64c, 9/10 ounce at 67c and 10/11 ounce at 70c. B Grade quoted 3c less and C Grade another 6c less. Premiums over russet to the extent of 2c for colors and 3c for glazed still charged.

Kid Between Seasons

Kid leather tanners of Philadelphia say right now they are "between seasons." The result is customers giving last minute orders for certain Spring shades and demanding immediate delivery. Some business seems to be starting up for Fall.

The "last minute" orders seem to be focused on a sudden demand for white glazed. White suede, however, is dead. The "for future delivery" end of business is still mainly for black suede. Black glazed is coming up but hasn't begun to touch suede in popularity.

Tanners are still sending out samplings of various colors, but this year nothing extreme — they are samplings for the "semi-stable shades" — red, and blue and some shades of green.

Linings still in great demand and some tanners find that they are the most active leather sold at present. Slipper slow but there is a little business.

Belting Good

Belting leather tanners of Philadelphia say business going along at a good rate. Quotations higher on bend butts than they were last week, with No. 2 lights quoted at \$1.02 and medium at 96c; No. 3 light sold at 97c and No. 3 medium remained at 88c. Most tanners report there are few shortages, and for the most part all weights are available and in good demand.

Although some curriers report a price increase of approximately 2c on most weights, their quotations are still within the range of prices published. Most of the increases were at figures now 2c higher than the bottom figure quoted; some tanners have remained at the lower price level and have not yet raised any prices.

AVERAGE CURRIED LEATHER PRICES

Curried Beiting Best Selec. No. 2 No. 3

Butt Bends ... 1.30-1.35 1.25-1.31 1.13-1.27

Centers 12" ... 1.61-1.64 1.51-1.55 1.39-1.45

Centers 30" ... 1.56-1.58 1.49-1.52 1.46-1.53

Centers 30" ... 1.47-1.52 1.41-1.47 1.31-1.43

Wide Sides ... 1.15-1.17 1.10-1.13 1.00-1.07

Premiums to be added: Ex Light, plus 5c; Light, plus 7c; Heavy, minus 5c-10c; Ex Heavy, minus 5c-10c; Ex Heavy, minus 5c-10c; Ex

Tanning Materials Steady

Tanning Materials market steady but slow; hand-to-mouth buying predominates. No weakening of prices which continue firm. Tanning Extracts unchanged.

Rase Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag

\$15.00

Wattle bark, ton ... "Fair Average" \$104.00

Sumac, 28% leaf ... \$120.00

Ground ... \$120.00

Myrobalans, J. 1's Bombay \$46.00

Sorted ... \$48.30

Genuines ... \$53.50

Crushed 40% ... \$65.30

Valonia Eups, 30-32% guaranteed \$66.50

Valonia Beards, 42% guaranteed \$88.00

Mangrove Bark, 30% So. Am. \$59.00

Mangrove Bark, 30% So. Am. \$59.00

Mangrove Bark, 38% E. African \$79.00-80.00

Tanning Extracts

Tanning Extracts	
Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.25
Barrels, c.l	5.10
Barrels, l.c.l.	
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l	10 92
Bags, l.c.l.	
	11.00
Cutch, solid Borneo, 55% tannin, plus duty	.0814
Hemlock Extract, 25% tannin, tk. cars	
f.o.b. works	.0625
bbls. c.l.	.063
	.00 1 _H
Oak bark extract, 25% tannin, lb.	
bbls. 61/2-6%, tks	.06 1/8
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l.	
(plus duty)	31/64
Solid clar., basis 64% tannin, c.l12	
Wattle extract, solid, c.l.	0/10
(plus duty) East African	.10%
	7.0

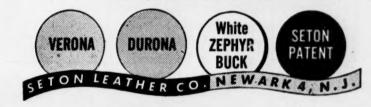
Wattle extract, solid, c.l.	
(plus duty) South African	.1134
Powdered super spruce, bags, c.l.	
.05¼; l.e.l	.05 14
Spruce extract, tks., f.o.b. wks	.01%
Myrobalan extract, solid, 55% tannin	
(plus duty)	.0734
Myrobalan extract, powdered, 60% tan-	
nin (plus duty)	.10
Valonia extract, powdered, 63% tannin	
(plus duty)	.10
Quebracho Extract, Powdered, Swedish	
spray dried, 76-78% tannin	.16%
Wattle Extract, Powdered, Swedish,	
73% tannin	.15%
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70%	.111/
Oakwood, Swedish, solid, 60-62%	.11%
Oakwood, Swedish, powdered, 64-66%	.12
Larchbark, Swedish, solid, 54-56%	.1114
Larchbark, powdered, Swedish spray-	
dried, 58-60%	.1214

Tanners' Oils

Cod Oil, Nfid., loose basis, gal 90-	.95
Cod, sulphonated, pure 25% moisture .13-	
Cod. sulphonated, 25% added mineral	
Cod. sulphonated, 50% added mineral	
Coston oil No. 1 C.B. day lol	20 %
Castor oil, No. 1 C.P. drs. l.c.l	.4074
Sulphonated castor oil, 75%	
Linseed oil, tks., f.o.b Minn	.132
drums	.167
Neatsfoot, 20° C.T.	.32
Neatsfoot, 30° C.T.	
Neatsfoot, prime drums, c.l	
1.c.l	.18
l.c.l. Neatsfoot, sulphonated, 75%161/2	-17%
Olive, denatured, drs. gal 2	.05
Waterless Moellon	.15
Artificial Moellon, 25% moisture	.13
Chamois Moellon, 25% moisture11-	
Common degras	
Neutral degras	
Sulphonated Tallow, 75%	
Sulphonated Tallow, 50%07-	
Sponging compound	
Sulphonated sperm, 25% moisture 14-	.15
Petroleum Oils, 200 seconds visc., tks.,	
	.16
Petroleum Oils, 150 seconds visc., Tks.,	
	.15
Petroleum Oils, 100 seconds Visc., tks.,	
f.o.b	.14

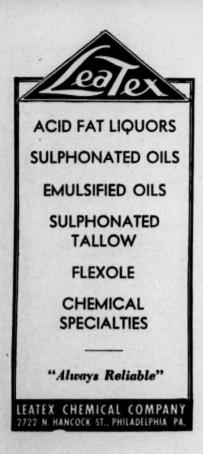
experience dictates . . .

SETON LEATHERS





LYNN INNERSOLE CO., ALLSTON, MASS.





PACKER HIDE TRADING SLOWS DOWN DURING WEEK

Price Resistance More Evident As Tanners Hold Back New Commitments

Big Packers Slower

Interest from specialty outlets for low-grub content hides enabled big packers to sell St. Paul heavy native steers and heavy cows at steady prices early this week. Sales from this point included 1,700 heavy native steers at 14½c and 2,500 heavy cows at 16½c.

Meanwhile, the same selections offered from grubbier river points were meeting with some price resistance. River heavy native steers, obtainable at 14c and River heavy cows freely offered at 16c and slow to sell up to mid-week as buyers usually named ideas a half cent less. In several quarters, actual firm bids on river heavy cows difficult to obtain over 15c.

Some of the lighter hides still had some call at steady prices. A few ex light native steers at $26\frac{1}{2}c$ while there were sales of river light cows including St. Paul at $19\frac{1}{2}c$. More river light cows were subsequently offered at this price but met with tanner resistance and best bids were at 19c for such points as Omaha and Sioux City.

Easing in the hide futures market

early in the week brought out a few offerings of resale hides held by dealers and speculators and several lots were sold, including some light cows that dated back to Sept. and Oct.

Heavy branded steers also met with

Heavy branded steers also met with price resistance this week. In the previous week, these selections had advanced a half cent mainly on trader buying of closed packs for hedging on an advancing hide futures market. Although one packer sold 1,200 Omaha butts steady at 12c, large sole tanners inclined to stand pat with their ideas a half cent less or 11½c for butts and 11c for Colorados. Bulls remained steady, one car of 600 selling at 11½c basis natives.

Independents Steady

On Monday, a Wisconsin packer sold a car of 800 Colorado steers at 11½c which was considered steady. Late in the preceding week, a Chicago independent packer sold a car of butt branded steers while a Minnesota packer sold a car of light and ex. light native steers at the prevailing prices.

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close Mar. 12	Close Mar, 5	High For Week	Low For Week	Net Change
April	17.90T	18.25B	18.32	17.76	-35
July	16.55T	16.85B	16.90	16.50	30
October	15.86B	16.25T	16.25	15.85	-39
January	15.50B	15.90B	15.90	15.55	-40
April	15.15B	15.60B	15.55	15.30	-45
July	14.85B	15.30B	15.00	15.00	-45
	Total Sale	es: 258 lot			

HIDE AND SKIN QUOTATIONS

	Present	w	eek Ago	N	ionth Ago		Year Ago		Ceilings
Heavy native steers14	-141/2	14	-141/2		131/2		121/2		28
Light native steers 1)	-191/2	19	-191/2		19		161/2		311/2
Ex. light native steers	22		22		22	185	2-19		34
Heavy native cows15	1/2-161/2	151	2-161/2	141	2-15	145	2-151/2		29
Light native cows	191/2	185	/2-19		19	165	/2-171/2	31	-32
Heavy Texas steers	121/2		121/2		12		111/2		25
Butt branded steers	12		12		12		111/2		25
Light Texas steers	17		17		161/2		15		291/2
Ex. light Texas steers	20		20		20		17		32
Colorado steers	111/2		111/2		111/2		101/2		241/2
Branded cows 14	-141/2	14	-141/2	135	2-141/2	14		28	1/2-29
Native Bulls	111/2		111/2	11	-111/2	11	-111/2		20
Branded Bulls	101/2		101/2	10	-101/2	10	-101/2		19
Packer calfskins48	1/2-571/2	48	/2-57 1/2	47 1	2-57 1/2	25	-35		65
Packer kipskins32	1/2-40	32	1/2-40	30	-37 1/2	24	-27		50

Most of the large midwestern killers seem willing to go along at going market prices but interest from tanners early this week rather limited and usually expressed at prices about 91/2c under asking levels. Outside packers also meeting with price resistance on many selections.

Small Packers Slower

Trading in midwestern small packer hides slowed down perceptibly this week. Some buyers have been inclined to back away from the market this week even at prices they last paid. Many sellers sensed the change in the demand for hides because a few more offerings began to appear on the market by mid-week and while some small packers still asked higher prices, others were more disposed to consider business around steady levels.

New trading slow to develop. While good to choice 50-52 lb. avg. small packer hides last brought 16-161/2c selected fob., a number of buyers reluctant to duplicate these prices and named bids about 1c less. Interest confined to the medium averages. Bulls had some call around 10c.

Country Spotty New business in country hides at a decidedly slower pace. Undertone of the market appeared barely steady to a shade softer this week as interest from tanners tended to diminish owing to uncertainties in the surrounding markets.

Some sellers asking additional advances for their hides were inclined to loosen up on their offerings as the week progressed and it became possible for buyers to pick up supplies again at last paid prices ranging 13½-14c for good locker-butcher hides, 13-131/2c for mixed lots containing small percentages of renderer hides, and 12½-13c for all renderer productions as to sellers, avg. weights, etc.

Glue hides held around 10-101/9c as to average weight fob. shipping points. Country bulls had some call at 71/2-8c Chicago basis.

Calf and Kip Restricted Packers sold 7,500 St. Paul heavy calf at 571/2c and River-small plant all weights at 55c for heavies and 491/2c for lights. New business, how-

Last trading in big packer kip involved about 10,000 from River and small plants at 371/2c with overweights at 321/2c while southwesterns have been bringing 37c and 31c and San Antonio production sold at 36c and 31c respectively. Latest reported sale involved 2,500 Ft. Worth overweights at 31c.

Packer regular slunks sold ahead

at \$2.10 and bids of \$2.25 failed to obtain additional supplies. Large hairless slunks quoted at 90c.

Dry Sheepskins Limited

Trading limited to occasional odd lots as generally buyers showing little interest, especially at prices asked. Australian wool sheep auctions showed little change as there were no sales at Melbourne last week and Sydney offered 36,000 skins. Market unchanged to three pence higher. Pullers here not showing any interest in offerings, still contending that asking prices are too

Hair sheep markets slow as while there is interest in Brazil cabrettas, offerings are small and usually held at prices above buyers views. Both the shoe and glove trade have indicated willingness to operate at around \$12.75 or slightly better for regulars. However, with local buyers having bought most of the available supplies and Europe showing interest, they generally ask more.

Occasional small lots of Mocha blackheads selling, principally in the lower grades with no interest at the present time in "friezing" skins. Other varieties continue slow and nominal. Some business in Nigerians at 62c. basis prime Kanos.

No particular change in the shearling situation. Occasional sales noted in both lining and mouton descriptions but generally buyers and sellers

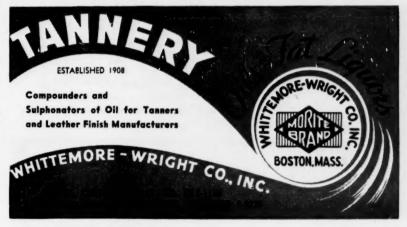
are too far apart.

Pickled Skins Slower

Selling quarters report a slowing up in offerings of New Zealand lambs. The peak has passed. Another factor is that the two steamers that had been loading are now filled.

Late sales North Island lambs at 94-96 shillings and South Islands at 95 shillings, as to brands. There was a report that some "WME" North Island sheep sold to England at 125/6 shillings.





Keptiles High

Although more offerings have made their appearance, asking prices generally above buyers views. Still a good demand for lizards with reports that some wet salted Agra back and belly cut lizards sold at slightly better than last sales involving skins from 8 inches up, averaging 11 Small packer skins have been sell-

ing with calfskins bringing about 5c higher prices for allweights ranging from 45c to 50c and one choice lot

brought 50½c.

Small packer kip have been bringing 30-32½c, most business at the inside price. Country skins somewhat mixed with 21½-22½c quotable on calf and 19-20c on kip in carload lots.

Horsehides Stronger

A stronger undertone to this market. Best productions of northern heavy slaughterer whole hides in demand and some sales made at higher prices ranging up to \$10.00 fob. for untrimmed lots and at \$9.00-9.25 fob. for trimmed lots.

One very choice lot of trimmed whole hides even brought \$10.00 fob. which was considered a premium in some quarters because of the hides being best quality and obtained from not too distant point entailing only moderate freight charges. Some tanners unwilling to reach that high and maintained ideas around last paid

Nevertheless, cutters have enjoyed some improved business in fronts and butts. Good northern fronts quoted at \$6.50-7.00 as to quality and butts, 22" and up, have been bringing \$3.25-3.50. In realizing these prices on cut stock, it is possible for these operators to pay top prices on whole hides.

Sheep Pelts Mixed

The situation concerning big packer clips and shearlings rather mixed of late. While some additional business in clips at \$3.00 and No. 1 shearlings at \$2.50, these prices were paid for best lots from the midwest.

Other less desirable lots and some good productions from higher freight points sold in a range of \$2.75-2.90 for clips and \$2.25-2.50 for No. 1s. Most No. 2s have been bringing \$1.60-1.65 and No. 3s \$1.10.

Meanwhile, some West Coast clips sold at \$3.15-3.25 and some No. 1 shearlings from \$2.50 to as high as \$2.80 for very choice lots.

The market for current production wool pelts is considered nominally around \$4.70 per cwt. liveweight basis. Some pullers talk about 10c less and some packers talk about 10c

Full wool dry pelts last reported sold at 28c delivered. A car of current production pickled sheep and lamb skins sold at \$12.75 per dozen. inches, 80/20 selections. New offerings of all back cut 9 inches up, averaging 10 inches at 35c and 8 inches up, averaging 9 inches at 30c, 80/20 selection.

Calcutta oval grains, 40/40/40, 90/10, held at 25c and 60/40 assortment at 28c. Good demand for Bengals but few available as yet. Interest in Madras bark tanned whips, 4 inches up, averaging 41/2 inches, 70/30 selection, at 61-62c but either shippers not offering or holding for higher levels and refusing bids.

U. P. whips, 60/40 selection, available at 60-62c but buyers ideas 3-5c less. Alum tanned water snakes freely offered at from 3-19c, depending upon sizes involved, but very little interest at the moment.

Brazil back cut tejus active with sales reported at 84c fob. for 20/70/10 assortment while chameleons, 30/50/20 assortment sold at 16c and small lots of giboias at 48c fob. Principal interest in the tejus.

Deerskins Off

Selling quarters state that while offerings of New Zealands continue limited, buyers have reduced their ideas and now name 81c cif. for business. Siam skins offered at 63c c&f and bids of 60c c&f. refused. According to some reports, Japan is again in the market and shippers probably expect them to meet the asking prices.

Offerings of Nicaraguans and Peruvians but asking prices above buyers views and trading restricted. Not much interest in Brazil "jacks" even though some offerings at 60c fob.

Pigskins Firm

Primary markets firm and not many offers received. Europe still showing interest and paying prices above ideas expressed by buyer here.

Last confirmed sales Manaos grey peccaries at \$2.05 fob. and blacks at \$1.60 fob., basis importers, but sellers now ask 5-10c more. Maranhao peccaries held at \$1.60-1.65 fob. while bids of \$1.65 fob. refused for Para grey peccaries. Peruvian grey pec-caries held at \$2.30 c&f. and blacks at \$1.60 c&f.

Wet salted capivaras sold at \$3.10, basis manufacturers but 10c more now asked. Chaco dry carpinchos salable at last trading basis but most shippers now want 10c more.



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PATENT LEATHER

(Continued from Page 8)

forts then contributed something to the harvest of the present.

On the other hand, it may well indicate that some promotions, no matter how vigorous or efficient, will not succeed if the time is not ripe, fashion-wise.

At any rate, it wasn't until last year that patent first began showing real signs of reviving. Whether it was the forces of the fashion cycle alone, the inevitable swing back from dull to bright, smooth leathers, or the result of long years of trying to promote patent back into public favor, or, as is more likely, a combination of these and other factors, it became apparent early in 1952 that patent was due for a revival.

Actually, the signs had appeared before 1952—several years before—but the proof, the actual delivery figures, did not begin to show up in 1952. And even these figures do not fully reflect the full extent of patent's renewed strength.

For example, latest available figures show there were 21,764,603 feet of patent delivered from Jan. through Oct. 1952. Figures for Nov. and Dec. of last year are yet to come. In these two months, tanners produced several million additional feet of patent.

Pace to Continue

The pace has continued into 1953. This year is expected to find patent back near the top once again. Top patent men, like John Mercon of Colonial, estimate production may well approach the 28 million feet of 1947. And 1954 should be even bigger, he feels. What comes after that is anybody's guess but patent seems destined to enjoy a good many more seasons.

And patent's revival is not limited to the U. S. alone. Back in the decade of 1930-1940, patent tanners did a huge export business. Europe, South America, Africa, the Far East provided a wide open market for the shiny leather. The war years necessarily closed this market—and it is only recently that it has begun to show signs of life again.

Europe, because of its shortage of dollars, is no longer the customer it once was. However, other countries, many of them once unsuspected markets, have risen to take its place.



Colonial, A. C. Lawrence, and Seton, the biggest producers of patent, find that export business accounts for 15-25 percent of their total patent production. Much of this goes to South Africa, South America, the Philippines—countries not as acutely affected by the fashion cycle. The shiny brightness of patent leather has created a ready acceptance among inhabitants of these countries.

Sure sign that patent has hit the fashion ring again was forcefully demonstrated this past fall when shoe manufacturers invaded the leather markets to buy their leathers for spring. Week after week, while sales of other leathers fluctuated, patent sales continued to boom. Had not patent tanners been somewhat forewarned by their experiences of late 1951 and early 1952, they would have run out of leather long before the season was ended.

Close to Vest

As it was, tanners still played it close to the vest. More patent could have been sold this past fall and winter. But shoe manufacturers themselves, the very ones who were buying up all this leather, still operated within a degree of caution. Burnt

in former years, these manufacturers have often sadly underestimated the strength of the new demand for patent. At least, many did for spring 1953.

Not so for fall. Both tanners and shoemen say they have learned their lesson. Both are about ready to take full advantage of patent's new place in the fashion scene. Even though spring is regarded as the better patent season, with the all-over patent shoe in high favor, stylists expect patent in combinations and as a trim to go big this fall. The patent industry intends to be ready.

Even bigger things are anticipated for spring 1954. With normal conditions prevailing, shoemen look for patent to have its hottest season in perhaps 15 years. Their reasoning? This year, they say, patent is still doing its biggest business in the style leaders—the producers of medium and high-priced shoes. The next spring, the popular-priced shoemakers will have jumped on the bandwagon. Result—an all-out push in patent.

In recent fashion shows, both in and outside the industry, patent has been a dominant note in accessories —shoes, waistbelts, collars and cuffs, buttons, trim effects, etc. While black patent rules the roost, of course, it will not be to the degree of past patent booms. The prominence of brown in costumes, as well as shoes, has likewise moved into patent, resulting in copper tones and bronzes.

There is also talk of a revival of high colors in patent—white, blues, reds, greens, beige, etc.—such as rode high in the early thirties. If the demand for patent continues, while consumers tire of black, the boom in patent colors could happen.

A Close Eye

Stylists in the men's field are keeping a close eye on current trials of patent trim effects on men's shoes—trims in brown, blue, wine colors. These are chiefly in semi-dress and casual footwear.

How high the boom? How long? Good at least for a couple of seasons ahead at a level not enjoyed in a number of years. All of which may prove that fashion travels in cycles—that leathers, materials, styles, etc., in footwear have their peaks and valleys. There remains only one unsolvable mystery to which nobody has the answer: when will a boom start, and how long will it last?

-END-



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News Quicks

About people and happenings coast to coast

Michigan

• Employes at Wolverine Shoe & Tanning Corp., Big Rapids, have voted for representation by Local 212, United Shoe Workers of America, CIO. The vote at the NLRB-sponsored election was 51 for and 43 against.

New Hampshire

• Marathon Corp.'s chemical division has made arrangements for warehousing substantial amounts of its tanning agent, Maratan, in Nashua for the convenience of its New England tanning customers. Shipments in

carload lots to the warehouse will give LCL users of Maratan additional benefit of a lower delivered price.

- Employes of Somersworth Shoe Co. and Somersworth Wood Heel Co. have been given a five percent wage increase retroactive to Feb. 23, according to Harry Stein, president of the firms. The companies have some 400 workers.
- Laconia Shoe Co. of Laconia will shortly expand its manufacturing facilities at its plants in Laconia and Lowell, Mass., according to company spokesmen. The company will erect a new single-story building in Laconia.

Wisconsin

• The item stating that Herbst Shoe Manufacturing Co. of Milwaukee has purchased the Ideal branch of Mid-States Shoe Co., also of Milwaukee, was in error. Actually, Herbst has purchased the factory building formerly used by Mid-States' Ideal branch. The latter is moving to Mid-States' main plant at North 6th and West Wright St. in Milwaukee.

Maine

• Hammond Shoe Co. of Bangor has purchased Hammond Moc, Inc., it is reported. Owners and officers are now Arthur Hammond, president and superintendent; Robert Rudman, assistant treasurer and general manager; Sidney W. Schiro, treasurer; and Albert J. Schiro, vice president.







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Massachusetts

- J. & A. Leather Co., Inc., Peabody tanner, has filed voluntary petition in bankruptcy in Federal Court, Boston, it is reported. The firm lists liabilities of \$16,904 and no assets. Secured claims are \$10,000 and unsecured claims \$5,236.
- Assignee's sale of assets of Fenway Shoe Corp., Boston shoe manufacturer, brought a total of \$4,200, it is reported.
- Officials of Ruth Shoe Co. in Newburyport have denied reports that the shoe firm will be shut down for an indefinite period. Edward W. Hoffman, comptroller, reports that a statement may be released shortly.
- The Brotherhood of Shoe & Allied Craftsmen, Brockton independent union, has notified 17 cut sole plants in the area that its current contract with the firm will expire May 1. It is expected negotiations for a new contract will begin shortly.
- Production employes of Cordo-Hyde Co., Brockton, will receive wage increases under terms of a new contract signed by officials of the company and the Brotherhood of Shoe and Allied Craftsmen, Cut Sole Local.

The new pact is effective until March 15, 1954, and provides six paid holidays as well as pay boosts.

- Davis Box Toe Co., Inc., reports purchase of insole strip equipment of Dewey and Almy Chemical Co. in Cambridge. Davis will continue to make the same insole strips formerly produced by Dewey and Almy and will service the latter's customers.
- Auction sale of assets of Imperial Shoe Co., Inc., Lynn footwear manufacturer, brought approximately \$1,000, it is reported. Assets were appraised at \$1,200 and liabilities set at \$3,000.
- Assets of Standard Insole Co., Inc., Morris Plains maker of insoles, were sold recently by receiver at public auction, it is reported.

Pennsylvania

• The Delaware Valley Tanners' Club entertained Dr. Edwin R. Theis, director of the Lehigh University Institute of Leather Technology, as guest speaker at its monthly meeting March 12 at Kugler's Restaurant in Philadelphia. Dr. Theis spoke on "Neutralization Prior to Coloring and Fat Liquoring."

• The Central Pennsylvania Shoe and Leather Association has scheduled its annual spring outing for June 18 at the Hanover Country Club in Hanover, Pa. General chairman of the outing is D. H. Kreider of W. L. Kreider & Sons. Paul Good is secretary of the group.

New Jersey

- Trustee has been elected under bond of \$5,000 in the bankruptcy matter of **David Sandow**, trading as Trenton Jobbing Mfg. Co. and Trenton Surplus Centre. The firm, which handles footwear at wholesale, mail order and retail, is located at 32 South Warren St., Trenton.
- American Cyanamid Co. reports its outstanding Convertible Preferred Stock, Series A (approximately 14,000 shares) has been called for redemption on April 15. In the meantime, holders of Preferred Stock, Series A, have the right to convert their shares into Common Stock on the basis of \$21.25 per share until the close of business on April 13.

New York

• Amity Slipper Corp., Brooklyn manufacturer of slippers, has filed petition to effect arrangements under

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Chapter XI of the Bankruptcy Act. It is proposed to pay unsecured creditors 15 percent on the basis of five percent 60 days after date of confirmation, five percent 60 days later and five percent 120 days after confirmation. Liabilities are estimated at approximately \$40,500 with assets of approximately \$10,900.

- · Duchess Footwear has been organized to manufacture women's and children's soft sole slippers. Murray Miller is president, William Pltsker is vice president and Jack Silverstein is secretary and treasurer.
- Herbert Shoe Corp., Brooklyn shoe manufacturer, was recently sold out on a judgment. Sale was reported to have realized about \$55 over and above the judgment with some accounts left unpaid.
- Assignee's sale of assets of Record Shoes, Inc., Brooklyn shoe manufacturer, was held on the premises at 81 Pearl St. on March 2, it is reported.
- Former plant of Rotary Shirt Co. at Glen Falls has been purchased by Robert A. Patrick of Worcester, Mass., and Israel L. Elitzer of Albany, who plan to open a footwear manufacturing firm. Plans call for the employment of 125 workers after installation of machinery and equipment. Purchase price is said to have been around \$70,000.
- U. S. District Court has approved an offer of \$20,500 for assets of Strand Leather Goods Co., Inc., New York leather handbag manufacturer, it is reported.
- · North Lebanon Mfg. Corp., with offices in New York and factory in North Lebanon, Pa., has filed petition for arrangement under Chapter XI of the Bankruptcy Act. Assets are listed at \$388,304 and liabilities at \$325,207. The firm proposes to pay creditors 100 percent payable 10 percent cash and the balance in installments of 10 percent every two
- · A. S. Beck Shoe Corp. of New York has arranged special window displays of the firm's new spring line as a tie-in with the "New in Shoes" campaign. The company's 113 stores in the Eastern U. S. will carry the displays.
- Castle Trimming Co., Inc., New York shoe bindings maker, is currently relocating and remodeling offices at its New York plant to provide more room for added production facilities.

The firm reports a heavy demand for its Finedge and Fine-Cut bindings.

Creditors' committee for Liberty Bags, Inc., New York bag manufacturer, is currently examining the company's financial condition. A 20 percent cash settlement offer has been tabled pending the examination. Liabilities are reported at \$77,984, including merchandise debts of \$48,805 and notes payable of \$24,000. Assets include merchandise inventory of \$16,000 at cost, accounts receivable

of \$13,047 and machinery with book value of \$13,000 subject to \$10,000 chattel mortgage.

- · Burstein Bros., New York maker of ladies' handbags, has filed an amended Chapter XI plan of arrangement offering creditors 331/3 percent
- · Attorney for assignee of Burjac Sportswear, Inc., New York maker of leather jackets, reports the company's liabilities at \$7,500 with assets of about \$2,000, it is reported.

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Samples and information upon request.

Carlstadt, N. J. Los Angeles, Calif.



NEW PRODUCTS

(Concluded from Page 10)

priced, is being used in shoes retailing from four to nine dollars.

Source: Stedfast Rubber Co., 34 Topalian St., Boston, Mass.

New Linen

The heaviest and strongest of linens for shoes yet introduced, according to the distributor. It comes in weight of nine and three-fourths ounces per square foot, with rounded threads, uniformity of slubs. Comes in white, wheat, toast, blue and black; all other colors are self-tinted. Price is about the same as regular weight linens.

This company also showed a new nylon crepe for elasticized shoes. This material has a stretch in the same direction as the lastex backing. Therefore, the nylon and backing stretch together uniformly to give good fitting and comfort to the shoe.

Source: Shain & Co., 184 Lincoln St., Boston, Mass.

Plastic Welting

A new plastic double deck welting that can be stitched with any color thread, is used in Stitchdown shoes. It runs in four sizes (1/4, 5/16, 3/8 and 7/16 inches), and comes in 16 colors.

Source: Ouimet Welting Co., 71 Center St., Brockton, Mass.

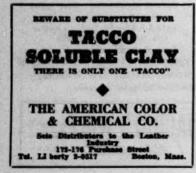
Bindings

A new line of fast-edge, fold-edge bindings chiefly for medium-priced shoes and slippers. Comes in widths ranging from 6/32 to 1/2 inches, in a complete range of colors and in several different colors.

Source: Thermco Products Corp., 1409 W. Broadway, Quakerstown, Pa.

Appliques

Two new satin applique materials which maintain a higher lustre of satin than heretofore obtainable.



Also a new feature is the narrow width of 1/8 inch, though it comes up to 1/4 inch. It is a combination of grosgrain and satin on the same ribbon, accomplished for the first time. The grosgrain is on the edge, the satin in the center. It allows for new designing applications on shoes, such as black-on-black effects (satin binding against suede upper) by virtue of the high lustre of the material. It also follows the fashion trend toward wider braiding or ribbons.

Source: Lawrence Schiff Silk Mills, 95 Madison Ave., New York 16, N. Y.

New Heels

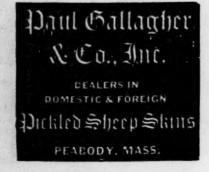
A prefinished "bevelled cuban" heel used on women's dressy flats. It slenderizes the heavy block appearance of the 8/8 or 10/8 straight wall heel. It has a narrow base or top-lift portion, angulating up to the wide heel seat. It is a bult-up leather fibre heel. Also introduced is a reverse barrel heel. Instead of tapering to the bottom or toplift, it tapers from the bottom up to the heel seat. It is a prefinished heel.

Source: Atlantic Heel Co., 69 Cresent Ave., Chelsea, Mass.

Vinyl-Coated Sateen

Called "Excellite," this is a vinylcoated sateen base material claimed to be a major improvement over pyroxylin-coated materials. It is used for wrappers on slip-lasted shoes. It simulates leather, will not scuff, comes in a full range of colors, grains and finishes. The sateen is of very light weight, hence excellent for wrappers -in fact, is the first time this material has been available for wrappers on Californias. Previously, according to this company, it was difficult to find the proper cement to hold the wrapper made of vinyl-coated material. But on this new type the problem is overcome. The material is made to match any finish or color of the upper.

Source: Cooney-Weiss Fabric Corp., 115 Beach St., Boston, Mass.



Socklining

A vinyl socklining on a fabricated leather base, called Brookleather, and comes in two types: V-020 and V-025. It is applicable to men's, women's and children's shoes, comes in any color, and is claimed to wear as long as the shoe. It has been tested up to 18,000 flexes on a standard flexing machine.

Source: Brookside Mfg. Inc., 65 Brookside Ave., Boston, Mass.

Innersoles

A new line of coated, finished innersolings called "Kid-O-Tex," for infants' and children's shoes—cemented, slip-lasted or stitchdown. A high quality pyroxylin finish claimed to be highly resistant to wear. Comes in a wide range of colors. Also, "Articor," an imported leather-latex innersole product from England. Not a ground leather but real leather fibres. The product flexes easily, doesn't break, crack or wrinkle, is smooth yet resilient. It is also used for counters and midsoles.

Source: Hi-Goal Products Corp., 400 Madison Ave., New York City.

Platforms And Socklinings

Combinations of foam, cork and Onco-type platforms and socklinings in 57 different varieties. The idea is to set up means for a "packaged" deal—the platforms and socklinings, each in a complete line. The company does all the finishing, delivers the complete packaged deal. The platforms are shipped in sheets from 36 to 42 inches wide. The finished product can be used in any type of shoe construction. The socklinings are shipped mostly in sheets, but some in rolls. The company is making socklining combinations of all types, foam with faille, drill, vinyl, etc.

Source: National Backing Corp., 38-31 9th Street, Long Island City, New York.

Binding, Stripping

A gold or silver metallic material on a fabric backing, is called Ultrasheen, is used for stripping, binding, piping and ornamental applications. It simulates genuine gold or silver metallics, but at a much lower price. Is guaranteed not to tarnish. Can be combined with other materials and used on vamps.

The same firm has introduced a foam rubber platform and socklining combination—with the socklining in various plaid designs. The plaid is cotton, is applicable for slippers, mocs. loafers, etc.

pers, mocs, loafers, etc.
Source: Vulplex, Inc., Bates St.,
No. Abington, Mass.

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IN LOS ANGELES: Approx. 6,000 sq. feet second story loft with freight elevator; completely set up for 20-25 cases flat Compo shoes per day. Interested parties should contact:

GERARD D. FLAXMAN (Assignee) 416 WEST 8TH ST. LOS ANGELES 14, CALIF.

Tannery for Sale

Medium sized tannery in Southwest, equipped with new machinery. Consider partnership to purchase half and manage buying and selling. Tanning experience not needed. We take care of tanning. Address B-17, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

For Sale

One heavy Turner rolling and glazing jack.
One practically new 5' Turner measuring machine.
One practically new Turner 12" oscillating buffer.

Address B-16, c/o Leather and Sho 300 W. Adams St., Chicago 6, Ill.

Genuine Chamois Leathers

We can offer prompt supplies of GENUINE CHAMOIS LEATHERS At very low prices.

Order now for Springtime. MONA CHAMOIS COMPANY.

62a Athol Street, DOUGLAS. I.O.M.

For Sale

6 United 4-foot Dinkers
1 United 3-foot Dinker
2 United Victory large sole leather rollers
1 Quarmby & Hilliker large sole leather roller
1 United large splitter, 24- or 28-inch
1 United large splitter, 18-inch
1 Baling machine
2 United power sole leather stuffers
1 60-inch Quarmby & Hilliker almost new stuffer, with large steel table
2 Knox blockers
1 Old Peerless buffer

Address C-10, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

... have been meeting the special requirements of the Tannery since 1859. Write for Bulletin TP-629

TABER PUMP CO.

300 Elm St. (Est. 1859) Buffalo 3, N. Y.

Leather for Sale

200.000 feet Black and Brown Sheepskins, with Boar and Shark Prints, excellent quality goods made by leading American sheepskin tanners.

25,000 feet Sheepskins in Cell and Morrocco Prints. Colors—Black, Brown, Suntan.

25,000 feet Bark Tanned Sides, top grains, all in Alligator prints. Colors— Black, Brown, Suntan, Red, Blue, Green.

Will sell at under fifty percent less than cost. Must liquidate. Samples on request. For full information, write to:

> c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

SEDGWICK K. JOHNSON

Leather Chemist and Tanner

Research and Government Work a Specialty E-4 19 Pingry Place, Elizabeth 3, N. J. ELizabeth 3-7336

Blue Splits Wanted

BLUE SPLITS WANTED: Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, Bottom Splits, etc. Steady

Address C-5, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Toggling Frames Wanted

WANTED: Toggling Frames suitable for Sides.

Address C-6, o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

LEATHER SPECIALTIES PROCESS DEVELOPMENT

(QUEBRACHO CRYSTALS)

GEORGE H. GRISWOLD

14 Franklin St.

Salom, Mass

Chamois Skins for Sale

FOR SALE: French and English chamois skins.

C. I. Tibiletti, Route No. 1, Box 37, Victoria, Texas.

For Sale

ONE 57" TURNER (Vaughn Type) splitting machine, universal joint gauge roll drive 10 HP, 550 motor drive, motor mounted on machine, motorized grinders. Magnetic controls and switches, extra set of main jaws, wide ring plate and rubber roll. Good running condition, \$2,900.00. Address Q-3, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Help Wanted

Tanner Wanted

WOULD PREFER A TANNER with experience in tanning lace leather in Rawhide, Indian tan and chrome.

Address B-10, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Shoe and Tannery Finishes

GRADUATE CHEMIST, with over 25 years' experience in development, supervision of production and demonstration of shoe and tannery finishes, desires to be connected with manufacturer on a full time basis or on a part time consulting basis. Address C-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.





SOCK LININGS - VAMPS - BOX INNERSOLES - LININGS -TOES -

HEEL PADS
Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faille, leatherette, fibre and paper. Quick disassembly for cleaning.

See us at Booth 340 April 26-28 1953 Factory Management Conference Netherland Plaza Hotel, Cincinnati, Oblo

SAVES 35% TIME

SCHAEFER MACHINE CO., INC. 69 Carbon Street Bridgeport, Conn. Tel Bridgeport 68,7250 New York City LE 2-2010 - Baston AR 5-8096

Salesman Wanted

SALESMAN WANTED to handle sole leather products for the Finding Trade. State previous experience. Commission basis. For full particulars address

C-7, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Finisher

EXPERIENCED FINISHER — Able to match colors and formulate finishes. Permanent position with large side leather tannery. Good salary. Reply information will be held confidential. Send all qualifications and history. Address C-8, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Situations Wanted

Supervisor Of Splitting Dept.

SUPERVISOR OF SPLITTING DEPARTMENT wishes to make a change. Lime, Bark, and Dry Splitting. Full Hide or Siding Machine. Years of experience. Triple A business and character reference. Will travel. Address B-9, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Tanner and Supt.

20 YEARS' EXPERIENCE in tanning and currying of vegetable and chrome belting, sole leather, chrome and chrome retan glove leather for work gloves, lace leather, hydraulic, packing, rigging leather. Can go any place. Rest of references. Also expert belt knife splitter. Address C-3, c/o Leather and Shoes, 300 W. Adams 8t., Chicago 6, Ill.

Upper Leather

SALESMAN now covering N. E. territory desirous of representing reputable tanner on commission basis. Address Q-2, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Superintendent

PRODUCTION AND QUALITY MAN of exceptional experience and ability seeks new connection. Will go anywhere. If interested, reply to Q-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Deaths

H. A. MacAdam

at his home in Augusta, Ky., after a long illness. A veteran of the shoe manufacturing business, MacAdam was superintendent of the L. V. Marks Shoe Co. plant in Augusta. He had been associated with the Marks firm since 1941, coming from Portsmouth where he had been associated for many years with Selby Shoe Co. Surviving are his wife, a daughter, a brother and four grandchildren.

John D. Bartley

March 6 of a heart ailment while attending a Shoe Style Exhibit. A native of Fulton, Mo., he had lived in St. Louis for the past few years and was district representative for Sterling Last Co. Bartley was one of the founders and a vice president of the former Moulton-Bartley Shoe Co., which was of activity. He leaves his wife, Anita B.; a son, John D., Jr.; and a brother, Donald.

George F. Janes

in Auburn, Me., after a long illness. Well-known in the trade around Maine, he had been associated with Cushman-Hollis Co. for many years and was assistant production manager when he retired after 25 years with the firm. He leaves his wife, Hazel; a half sister and an adopted son, Lawrence Davenport.

Alfred J. Thibodeau

at his home in Newport, N. H., after a lingering illness. He was foreman of the cutting room at the International Shoe Co. plant in Newport. A native of Concord, he was a member of the American Legion Post in Newport and active in community affairs. Surviving are his wife, Lena, and two daughters.

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Ben I. Friedman

. . . shoe executive, died recently in Atlanta, Ga., after a short illness. He was owner and president of Ben I. Friedman Co., Atlanta, dealers in wholesale and retail footwear.



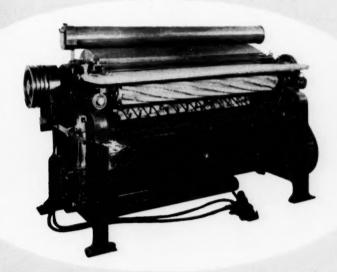
CHARMOOZ

THE PERFECT SUEDE LEATHER

MALGAMATED LEATHER CO'S. INC.

DELAWARE

FULTON COUNTY has switched to JENKINS' METLOR



"CUSTOMERS DEMAND THEM," Fulton County tells us.

"Some of our customers use Jenkins' Brushes exclusively in their tanneries and will not accept anything else. We have found that Jenkins' Brushes are constructed better than those purchased elsewhere. *** In the future we are considering using all Jenkins' Brushes."

Fulton County Machine and Supply Co. of Gloversville, New York, manufactures this oscillating buffer which buffs the whole hide or side in one operation.

- All kinds of shoe or coat leather are buffed or snuffed efficiently.
- Scratches or lines are entirely eliminated.
- Recommended for pasted side leather.

The brushes shown in the machine are METLKORS, of the type employed by so many leading leather manufacturers for buffing, and brushing leather.

Features of these brushes include:

- · Cores of cold drawn steel.
- Bristle wound in place with special metal wire, sealed with baked solvent-proof plastic cement.
- Bristle can be replaced when worn.
- Easy to clean and keep clean.

Other Jenkins' Brushes for leather include: Oiling-off, Seasoning, Feed, Sponging, Conveyor Cleaning, Dusting-off, Bolster Washing, Plate Washing, etc.

*(Reg. U. S. Pat. Off.)

M. W. JENKINS' SONS, INC. CEDAR GROVE, ESSEX COUNTY, NEW JERSEY



Inversales

LYNN INNERSOLE CO., 119 BRAINTREE ST., ALLSTON, MASS.

Representatives: Cincinnati, Ohio-Ernie Furstenau; Los Angeles-Leo Laskey; St. Louis-Eli "Pete" Schwartz; New York-Arthur V. Epstein; Ne., England-Frank Deastlov, Hy Feldman, Phil Sneider, Dave Harrison; Milwaukee and Chicago-Phil J. Ott, Jim Ott; Canada-Lynn Innersole, Ltd., Chambly, Quebes-Jacques Martel.